



Global Study Reveals That Shoppers and Retailers Widely Value and Adopt Self-Checkout Technology

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Majority of consumers, including many in geographies just now adopting the technology, choose retail self-checkout option for greater convenience, ease of use and speed

DULUTH, Ga., Sep 30, 2014 (BUSINESS WIRE) --[NCR Corporation](#), the global leader in consumer transaction technologies, today announced the results of a survey of shoppers in nine countries around the world on their use and preferences associated with self-checkout (SCO) technology. The report revealed that 90 percent of those polled use SCO technology, and shoppers in Russia (85 percent) and Italy (78 percent) either 'strongly agree' or 'agree' that retailers offering the technology provide better customer service.

The study provides further evidence that self-checkout technology has become more established and accepted in the mainstream, providing value to both consumers and retailers alike. Tech-savvy consumers appreciate the convenience and speed of retail self-checkout. Retailers are responding to consumer demand and usage, and the loyalty and impact on the bottom line that the technology can drive in-store.

NCR commissioned the NPD Group to survey more than 2,800 consumers in Australia, France, Germany, Italy, Japan, Russia, Spain, United Kingdom and the United States for the 2014 self-checkout survey results. Key findings include:

- When asked what they liked about self-checkout, consumers' top three responses were convenience (42 percent), ease of use (40 percent) and the speed of self-checkout technology in comparison to the cashier assisted line (39 percent)
- When consumers were asked what could be done to improve self-checkout, the top three suggestions included a larger bagging area (45 percent), an attendant is always available to assist (43 percent) and making it easier to purchase produce or non-bar coded items (37 percent)
- When asked where shoppers would most like to have access to SCO, the top responses were supermarkets (62 percent), mass merchants (50 percent), do-it-yourself/home improvement (37 percent) and convenience stores (35 percent)

"While many of us have a great deal of experience with self-checkout technology, it is important to note that there are many countries around the world that are only now being introduced to this option," says Dusty Lutz, general manager self-checkout solutions at NCR Retail. "Just this year, NCR launched our first pilot self-checkout project at a department store in China. This new study reveals that some of the emerging markets for self-checkout are home to many of the most loyal users of the technology."

Self-checkout technology is an important component of many retailers' omni-channel strategies. In fact, retailers are increasingly tying the technology to omni-channel software platforms to help increase customer satisfaction, customer loyalty, agility and overall profitability. This is no longer limited to grocery retailing strategies, as self-checkout technology is increasingly being deployed in other retail segments such as convenience and department stores.

NCR is the [world's largest supplier of self-checkout technology](#), according to strategic research and consulting firm RBR. According to RBR's research, NCR is the leader in self-checkout shipments with a total of 71 percent share and has the largest installed base of self-checkouts globally. RBR expects strong growth of self-checkout in all regions, but especially within emerging markets.

To learn more about the survey results, a white paper on the study can be accessed [here](#).

About NCR Corporation

NCR Corporation (NYSE: NCR) is the global leader in consumer transaction technologies, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables more than 485 million transactions daily across retail, financial, travel, hospitality, telecom and technology, and small business. NCR solutions run the everyday transactions that make your life easier.

NCR is headquartered in Duluth, Georgia with approximately 29,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries. The company encourages investors to visit its web site which is updated regularly with financial and other important information about NCR.

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NCR Corporation
Tony Carter
404.316.0201 (cell)
678.808.6984 (ofc.)
tony.carter@ncr.com