



Austrian Supermarket Chain MERKUR Chooses NCR Self-Checkout Technology to Reduce Queues

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NCR SelfServ™ self-checkout solutions are in use at high volume MERKUR stores to enhance customer service and operational effectiveness

DUSSELDORF, Germany--(BUSINESS WIRE)--Feb. 24, 2015-- [NCR Corporation](#) (NYSE: NCR), the global leader in consumer transaction technologies, announced today that [MERKUR](#), a leading Austrian supermarket chain that is part of the German [REWE Group](#), will equip its high-volume stores with innovative NCR self-checkout solutions. With the NCR SelfServ self-checkouts MERKUR wants to reduce queues, thereby improving customer service and operational effectiveness in its stores.

[MERKUR](#) focuses on excellent quality, freshness, and a huge range and value for money under one roof. One hundred and twenty-eight stores across Austria with an average 2,000 square meters in size offer up to 20,000 different products for sale.

During an initial roll out in October 2014 at the renowned Gerngross MERKUR department store in Vienna, MERKUR assessed the impact of self-checkout technology on both customer satisfaction and internal operations. The feedback was very positive, and reflected the findings of a recent [NCR global study](#) on the use of self-checkout technology that revealed shoppers and retailers widely value and adopt self-checkout technology.

Future deployments of self-checkout solutions at other MERKUR stores are planned as the retailer expects that more than one-third of all purchases will be via self-checkout in the mid-term. With the deployment of self-checkout technology, MERKUR aims to differentiate itself from the competition with improved customer service, while at the same time optimizing its processes.

"MERKUR intends to provide impeccable customer service. To achieve this we deploy new technologies to improve our business and make every day easier for our customers. If regular employee tasks are more efficient, staff members have more time to serve our customers. This improves customer satisfaction and our bottom line," explained MERKUR executive Manfred Denner. "The acceptance of NCR self-checkout solutions has exceeded our expectations. Regular and passing customers, as well as employees, have embraced the new technology from day one. During the peak Christmas time the self-checkout solutions proved especially valuable by reducing queues at our stores."

NCR has also been able to support MERKUR and its employees with advice, training and services to complement the deployed self-checkout solutions. Customers can choose to pay using cash, with credit or debit cards. A cash recycling function in the NCR SelfServ solution deployed also eliminates the need to constantly supply change and reduces operational costs by decreasing the number of cash deliveries required.

"People around the world use self-checkout technology for speed and greater control when they shop," said Dusty Lutz, general manager, Self-Service at NCR Retail Solutions. "Industry research and NCR's extensive industry experience illustrate that customers are more likely to return to a retailer that provides self-checkout technology. NCR SelfServ Checkout reduces queue waiting times by up to 40 percent, greatly enhancing the shopping experience. It also allows retail employees to be redeployed from front-end checkout duties to valuable in-aisle functions that ultimately improve customer loyalty."

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 nearly 550 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.

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