



NCR Self-Checkout a Hit with Shoppers at Turkey's Largest Retail Chain

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ISTANBUL, Turkey, Feb. 14 /PRNewswire/ -- It's no secret to Turkish consumers that Migros Turk is aggressive about using the latest technology to improve service. "Technology Leadership" is even a slogan in the supermarket/hypermarket chain's advertising.

So shoppers at Turkey's largest retailer have not been surprised to find self-checkout lanes from NCR Corporation (NYSE: NCR) in selected stores. In fact, Migros Turk officials say their customers are becoming big fans of self-checkout.

"The innovative use of technology to enhance customer service and to improve operational excellence and efficiency is one of the cornerstones of our company's success," said Mr. Erkin Yilmaz, assistant general manager of Migros Turk. "NCR Self-Checkout is a prime example. While the economy has presented a challenge to retailers throughout Turkey, we expect our investment in this technology to pay future dividends. We currently have self-checkout in six stores, and our goal is to equip at least 100 more as soon as feasible."

Yilmaz added that as Migros Turk opens new stores, the larger ones will all have NCR Self-Checkout. He said the company is even considering plans for a "self-service" store with six self-checkout units and just one traditional checkout lane.

Managers at Migros Turk stores with NCR Self-Checkout report that shoppers quickly learn how to scan, bag and pay for their own purchases.

"It's fair to say customers at these stores have embraced self-checkout, and some actually prefer it over traditional cashier-assisted checkout," Yilmaz said. "In fact, a few shoppers are so enthusiastic, they will wait to use self-checkout even if other lanes are open with nobody in line." NCR technology is improving the shopping experience for Migros Turk customers in other ways as well. For example, NCR Web Kiosks have been installed in 125 stores, where they provide bonus rewards to loyal customers and help shoppers find price information.

Migros Turk also has selected NCR DecisioNet electronic shelf labels (ESLs). DecisioNet helps assure that the price shoppers are charged at checkout matches the price on the shelves. In addition, retailers in a number of countries must change prices frequently to keep pace with inflation, and DecisioNet makes this process easier and more efficient.

About Migros Turk

Migros Turk T.A.S., Turkey's largest supermarket and hypermarket chain, operated 450 stores at the end of 2000, and expects to open approximately 50 new stores during 2001. Founded in 1954, the company also operates in Azerbaijan, Russia and Kazakhstan. Nearly 6,500 Migros Turk employees are dedicated to serving an estimated 150 million customers each year. More information about Migros can be found at www.migros.com.tr.

About NCR Corporation

NCR Corporation (NYSE: NCR) is a leader in providing Relationship Technology(TM) solutions to customers worldwide in the retail, financial, communications, manufacturing, travel and transportation, and insurance markets. NCR's Relationship Technology solutions include privacy-enabled Teradata(R) warehouses and customer relationship management (CRM) applications, store automation and automated teller machines (ATMs). The company's business solutions are built on the foundation of its long-established industry knowledge and consulting expertise, value-adding software, global customer support services, a complete line of consumable and media products, and leading edge hardware technology. NCR employs 32,900 in more than 100 countries, and is a component stock of the Standard & Poor's 500 Index. More information about NCR and its solutions may be found at www.ncr.com.

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