



Globus Russia Expands NCR Self-Checkout Deployment to Additional Cities

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Shoppers benefit from reduced queues and faster service at the checkout, retailer gains increased capacity and cost efficiency

MOSCOW--(BUSINESS WIRE)--Sep. 9, 2013-- After a successful introduction of [NCR SelfServ™ Checkout](#) in the Vladimir and Korolev markets last year, Globus is making self-checkout available in more cities in Russia, enhancing shopper experiences and streamlining business operations. The hypermarket chain plans installations in its new markets in Krasnogorsk and Tver as well as in the chain's existing store in Klimovsk.

Globus customers have quickly embraced self-checkout. For instance, in Globus' Vladimir store, about 15,000 customers a week are using self-checkout technology. Shoppers are migrating to self-checkout because it helps save time by scanning, bagging and paying for goods themselves. The user-friendly interface guides shoppers through each step of the self-checkout process by visual and verbal prompts.

For Globus, self-checkout reduces queues in the checkout area, allowing the store to serve additional customers more quickly. Since one attendant looks after three to six self-checkout stations, it also allows Globus to redeploy employees for more value-added tasks such as helping customers find merchandise in the aisles, offering product advice and making sure shelves are stocked properly. The addition of the compact self-checkouts more than doubles the number of tills within the same footprint as traditional checkouts without any need to reduce the space allocated to merchandise.

As an added advantage, manual cash counting is no longer necessary since the checkout units count money automatically, accelerating the entire cash handling process.

"Self-checkout makes shopping easier and more convenient for our customers, which they really like. It has resulted in increasing our customer base and decreasing queues," said Nikolay Baranov, store manager of Globus in Vladimir. "By enabling a time-saving self service solution, we are not only increasing our efficiency but also adding value to the customer in the process."

According to a new study published by strategic research and consulting firm [RBB](#), NCR is the leader in retail self-checkout shipments with a total of 70 percent share, which is an increase of six percent in 2012.

"Self-checkout technology helps retailers boost customer service levels, and also operate more cost- and time-effectively. Staff at the self-checkout no longer have to do the typical tasks of a manned till, such as taking goods, scanning them and typing in the prices, but can concentrate on more value-added, customer focused activities," said Arif Kasumov, NCR SelfServ Retail Solution Specialist for Russia.

About Globus

Globus is an international chain of hypermarkets, which is represented by the retail outlets in Germany, the Czech Republic and Russia. Hypermarkets Globus are the products of an exclusive freshness and quality, low prices, European service and highly-skilled staff. One of the key advantages of Globus hypermarkets are own fresh food departments and in-house production, namely, the butcher's, the bakery and the restaurant. Accurate following to the European traditions of service and compliance with the principles of work with our clients have been attracting customers to our hypermarkets for a number of decades.

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 300 million transactions daily across the retail, financial, travel, hospitality, telecom and technology industries. NCR solutions run the everyday transactions that make your life easier.

NCR is headquartered in Duluth, Georgia with over 26,000 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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Source: NCR Corporation

NCR Public Relations
Tony Carter, 678-808-6984
404-316-0201 (Cell)
Tony.Carter@ncr.com
or

NCR Public Relations
Constanze Ehrt, +49 (0) 821 405-8090
+49 (0) 172 420 8184 (Cell)
Constanze.Ehrt@ncr.com