



Russian Supermarket Chain Victoria Modernizes Shopping Experience with NCR Technology

June 29, 2015 at 8:00 AM EDT

Victoria deploys NCR self-checkout software and hardware to launch self-service in high volume flagship store in Moscow

MOSCOW--(BUSINESS WIRE)--Jun. 29, 2015-- [NCR Corporation](#) (NYSE: NCR), the global leader in consumer transaction technologies, announced today that Victoria Group, a popular Russian supermarket chain, has chosen NCR self-checkout technology to create a modern shopping experience for its customers. NCR will provide self-checkout hardware and software solutions that are integrated with Victoria's existing points-of-sales (POS) loyalty programmes.

Victoria supermarkets focus on providing a quality shopping experience in an innovative store environment to differentiate itself from competition. Victoria's investment in self-checkout technology is an example of this business strategy in action. It also reflects consumer demand for such solutions and the findings of a recent [NPD global study commissioned by NCR](#), which highlighted that 85 percent of Russian customers believe that retailers who offer self-checkout provide better customer service.

Oleg Zhunikov, Victoria Division Director, explained: "According to research into lifestyles and preferences of regular Victoria customers, a quarter of them are 'open to something new' – they see purchases as a continuation of lifestyle, follow trends, have large families, and often entertain guests. By installing self-service checkouts, we are not only offering our customers an additional service, but also involving them in the purchase process, allowing them to control it."

Self-checkout was launched at the Victoria supermarket at Domodedvskaya Metro station in Moscow on May 20, 2015. Self-checkout technology is well suited to this kind of busy central location with close proximity to the train station where customers are often pressed for time. Speedy self-checkout solutions suited to a small basket size will be a beneficial add-on. Victoria expects self-checkout to help increase customer engagement and improve store sales. In the first month, the new self-checkouts account for almost a quarter of the daily number of the supermarket's transactions.

Customers can choose to pay using cash, credit or debit cards. A cash recycling function minimizes the need for replenishment and reduces operational costs by decreasing the number of cash deliveries required.

"Each self-checkout project around the world is unique," explained Andriy Pinkevych, Area Industry Leader for Retail at NCR Russia. "For this reason NCR takes a consultative approach and builds the business case for self-checkout together with its customers, by taking into account the neighborhood, average baskets, and product assortment and then assessing their technology requirements. Victoria has been a very engaged and committed partner who is realizing the benefits that our market leading self-checkout offers to their business and ultimately, their customers."

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 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 over 30,000 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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