

Géant Casino innovates and tests second generation “Self-Shopping” systems

Customers scan items as they shop so they can go through checkout faster without having to empty their trolley.

Géant aims at customer satisfaction

Improving customer satisfaction is one of the main concerns of the Casino Group. The checkout process is often cited by customers as lengthy and inconvenient. A survey of hypermarket customers revealed that 94% wanted more in-store convenience, which for 75% of them meant queuing less, particularly at checkout. Conscious of this, Géant Casino has studied various solutions to improve service in-store and reduce queuing times, without increasing the cost for the consumer. Casino Group has been working with Datalogic, whose expertise in the bar code scanner industry is widely recognized. This partnership has led to the development of the Scan'Express system, aimed at reducing checkout time for customers at Géant Casino hypermarkets. This is currently the only Datalogic system of its kind in France.

Technical aspect

Technically, the system operates by radio frequency. The terminal has unique features that currently cannot be found anywhere else in France. The large color screen is fun to use and offers excellent visibility for the customer. The system has been designed to make the terminal user-friendly. A green light comes on and the terminal beeps when an item is successfully read. System upgrades are also possible. For example, other important customer features could be introduced, such as special offers, loyalty-card balance, shopping-list management, etc. These additional features could be introduced later on by Géant Casino, with the help of Datalogic.

The Géant/Datalogic Partnership

Both companies have brought their expertise to the partnership: Géant Casino, with its knowledge of the customer and



organizational capabilities, and Datalogic with its knowledge of IT systems and bar code scanners. This multidisciplinary project (technical, IT, signage, marketing, staff training, review of checkout procedures) was created by mobilizing teams from both companies.

How the system works

First of all, the customer registers for the system by signing a user agreement.

This essentially relies on a relationship of trust between the store and its customers. The customer then logs on to one of the terminals at the store entrance, is assigned a terminal and can start shopping. The customer must scan all items, without exception; for loose items (e.g. vegetables), the customer should scan the barcode found on the shelf label. For any products that the customer cannot scan (e.g. bar code missing, bar code illegible, etc.), these should be put to one side in the trolley and given to the till operator when the customer reaches checkout.

Once the customer has finished shopping, he/she goes to the Scan'Express area.

These are checkouts reserved specially for Scan'Express customers to speed up the process for them. Once at checkout, the customer's trolley may be rescanned.

Checks are carried out at random based on a system-defined algorithm. The customer will have to remove the items from the trolley onto a conveyor belt.

These will then be scanned by the checkout operator. Any difference between the items scanned by the customer and items scanned by the checkout operator will be recorded. Effectively, the fewer errors a customer has, the less frequently he or she will have to be "rescanned": it is a relationship of trust. If the customer is not rescanned, he or she pays as normal without emptying the trolley. Payment is made as if at a normal checkout.

These checkouts will supplement the range of services offered at Géant Casino hypermarkets. With this system, queues are noticeably reduced and the staff has more time to improve the experience at checkout and throughout the store, offering customers increasingly efficient service.



In store set-up

The system has been incorporated into the checkout process. A ceiling-mounted sign indicates this checkout area, with "Scan'Express" signs indicating the reserved checkouts. These signs are visible to the customer across the row of checkouts. A-frame signs will be used to remind customers that, unless rescanning is necessary, the trolley no longer has to be emptied.

Customer benefits

For Géant Casino hypermarkets, the aim of Scan'Express is to improve customer service. Scan'Express will reduce checkout times and make shopping a more enjoyable experience. For Géant Casino, these checkouts are part of a differentiation strategy that will help retain existing customers as well as attracting new ones. There is no intention of reducing the number of checkout operators, but rather of improving the experience for the customer.

Communication

The marketing message is simple: customers are involved directly in the process so they can instantly see the added value of the service.

Staff

The staff has received special training on technical aspects and customer relations from Géant Casino and Datalogic. All store personnel has been trained on the system so that they can help customers in the store where necessary.

A tried-and-tested system abroad

In Europe, the "Self-Shopping" system is widespread among food retailers, particularly in Italy and the UK.

About Géant

Géant Casino is the hypermarket division of DISTRIBUTION CASINO France. With 114 hypermarkets in France and Corsica, Géant Casino and its 23,000 employees have become synonymous in recent years with outstanding performance in the retail sector.

