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# SELF-CHECKOUT THE POWER OF CHOICE



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## The Power of Choice

### **Consumers once accepted the limitations of businesses.**

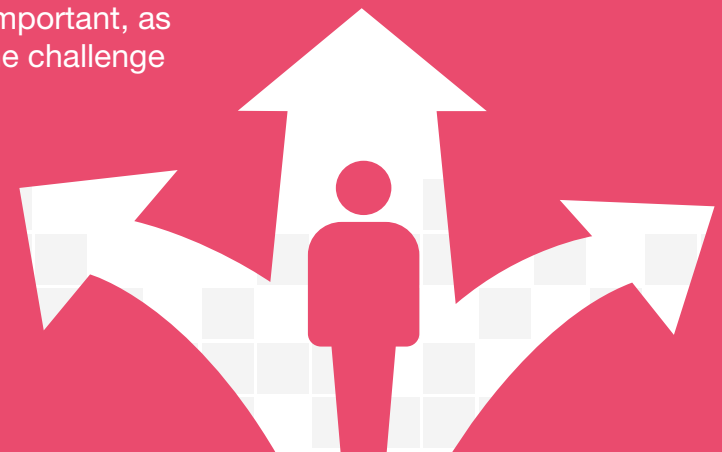
People would travel to their local stores, making do with the resources, technology and experience those retailers could provide.

Today, people are not so accepting. And why would they be? The options to meet their needs are no longer what's on their doorstep – they have the world at their fingertips.

Bricks and mortar retailers are not just competing with other merchants in their local area, but a whole world of online retailers too. While in-person shopping remains popular and important, as the population grows more and more comfortable with getting their goods online, the challenge for physical stores only grows greater.

If they are to hold on, then the in-store experience has to be exceptional – in line with customer expectations. And, as we will see, today's customers expect choice. Choice in what they buy, where they buy it, how they pay for it, and the experience they get on the day.

It's up to retailers to deliver that choice. And one of the key ways they can do that is through a digital transformation of the checkout experience.





# THE RISE OF SELF-CHECKOUT

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# THE RISE OF SELF-CHECKOUT

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## Starting big, and getting smaller

Self-checkout started out in supermarkets, really kicking off in the 1990s. Over the years it has become a staple of the shopping experience in large grocery stores, steadily growing in popularity around the world.

Today we are seeing a shift, as smaller stores – convenience and specialist retailers – are undergoing digital transformation of their checkout process. With the large self-checkout devices we are used to in supermarkets, this change would not be feasible due to space constraints. But as the market has evolved, so too has the technology.

## The rise of small, modular self-checkout devices is changing the game.

These more flexible solutions can be implemented in a variety of ways – free standing, wall mounted, desktop.

This means that smaller retailers can now install one or several self-checkout kiosks without a huge physical footprint in their store, and that's exactly what we are seeing.

The S22 Lite from Acrelec



# THE RISE OF SELF-CHECKOUT

## Consumers have changed.

Over the space of a few short years, consumer behaviour has experienced its biggest disruption in living memory, with established trends dramatically accelerated by the effects of the pandemic.

Some things have reverted to pre-pandemic normals. Many have not.

One of the biggest changes is that, during lockdown periods, many of those who were uncomfortable with digital technologies such as mobile apps (at home) or self-service devices (in-store), were forced to try them out and become comfortable with them.

The trend towards using self-service and self-checkout (SCO) options in both retail and hospitality was already strong, but the pandemic sent it soaring.

**45%** of customers are more likely to use self-service than before the pandemic

Source: Acumen

What does this mean for the future of retail?  
Is this digital transformation a change for the better?

And what does today's consumer actually want?





# THE RISE OF SELF-CHECKOUT

# 80%

of consumers consider it important for retailers to provide a choice of checkout options

## Today's consumer wants choice.

It's what they're used to. Since the dawn of the internet (and especially the smartphone), people get what they want, when they want it, where they want it. And that includes their retail experience.

Remember, retailers don't decide what makes a great experience – customers do. The checkout experience is an essential part of the customer journey, and the last touchpoint before they leave your store. Most of the time, their perception of the experience is only as good as their last interaction with you.

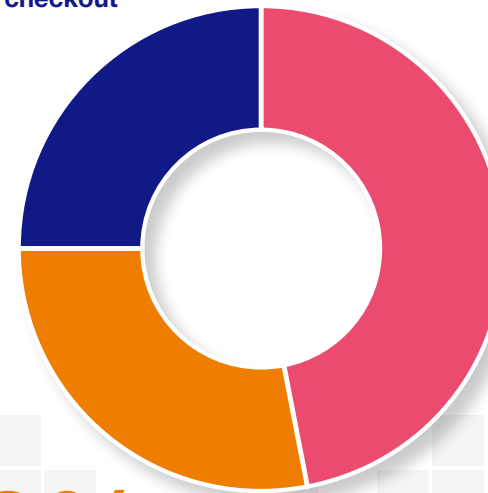
Glory's research, commissioned through KANTAR, revealed that 80% of consumers consider it important for retailers to provide a choice of checkout options.

Furthermore, when they reach the checkout, 47% of them don't choose the same checkout option every time, but choose the option that best meets their needs in the moment.

People today want to be free to shape their own experience to what suits them at that time.

# 25%

always choose  
staffed checkout



# 47%

choose the checkout  
option that best  
meets their needs  
in the moment

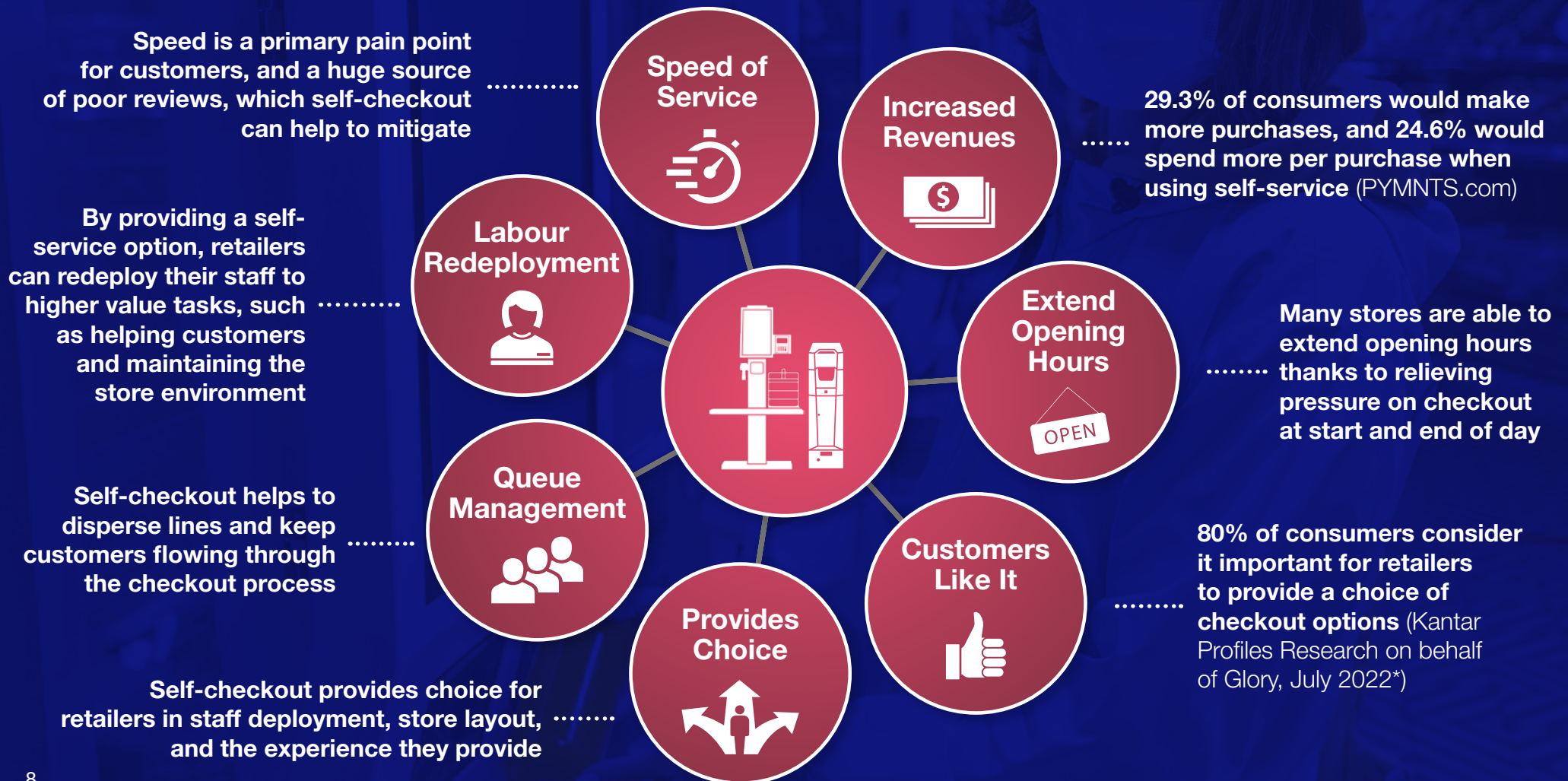
# 28%

always choose  
self-checkout

\*Source: Checkout choice – Kantar Profiles Internet Omnibus Survey, 2022, July, Global Sample=3,167 adults (16-64). Research commissioned by Glory.

# THE RISE OF SELF-CHECKOUT

## Why do businesses choose self-checkout?





# THE RISE OF SELF-CHECKOUT

## Why do customers choose self-checkout?

66% of consumers choose self-checkout because it is faster (PYMNTS.com)



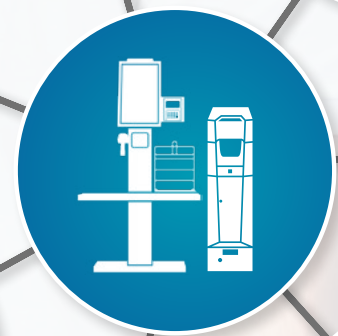
While we may be past the worst days of the pandemic, there are many vulnerable groups who need or would prefer to maintain social distancing measures

Many customers choose self-checkout simply because they prefer to be in control of the process themselves



Many customers feel self-conscious about purchasing certain items, and self-checkout allows them to retain their privacy throughout the process

49% of consumers choose self-checkout to avoid waiting in line (PYMNTS.com)



Some customers suffer from social anxiety, or just don't feel like interacting on any given day

Modern consumers expect choice, and that includes how they checkout and how they pay



# CHOICE WITHIN SELF-CHECKOUT

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# CHOICE WITHIN SELF-CHECKOUT

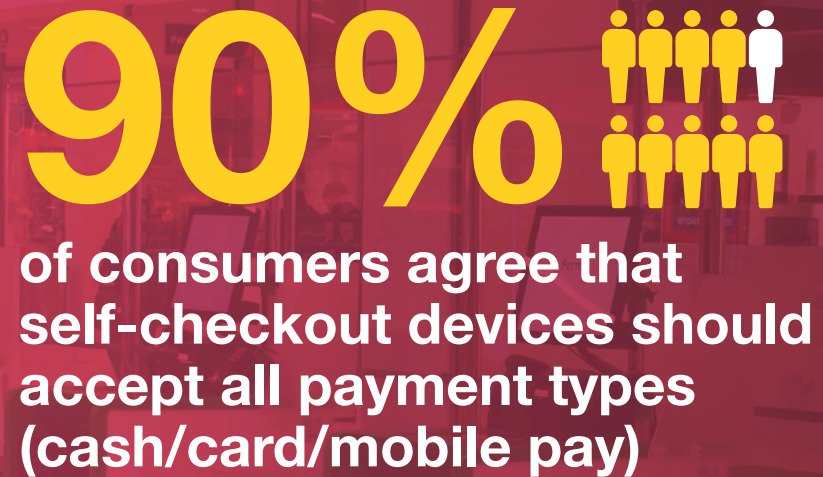
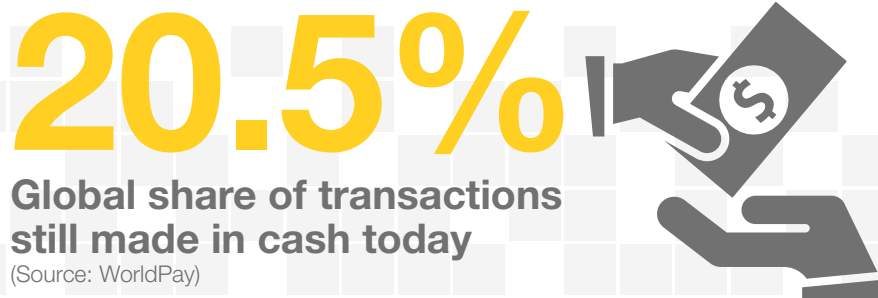
## Does payment choice really matter?

Self-checkout is presented as an alternative to traditional checkouts. But is it a true alternative if it doesn't offer the same payment choice?

Not for everyone. Self-checkouts that only accept cards or digital payment exclude a significant portion of the population who prefer, or depend upon, cash.

The specific percentage of your customers will depend on what country you are in, what region, the demographic of your customers, and the type of business you own. But globally it is estimated that 20.5% of payments are still made in cash, even after the pandemic drove more people to digital payments (Source: WorldPay). Though in different countries it can be as high as 70% (Romania) or as low as 4% (Norway).

What retailer wants to exclude one-fifth of customers from using their self checkout? Do you want to offer choice, only to then take it away?



(Source: Kantar Profiles Research on behalf of Glory, July 2022\*)

Even in countries with low cash usage, there are many who choose cash because they are unbanked, underbanked, prefer cash for budgeting purposes, get paid in cash, or a variety of other reasons.

As the above statistic demonstrates, even the majority of those who use card or mobile payment most of the time still prefer to have the choice to use cash when it suits them.

If you are invested in providing consumer choice in checkout, then payment choice should be a part of that equation.

The better you can serve all of your customers, the better the experience.



# CHOICE WITHIN SELF-CHECKOUT

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## More choice for retailers

Self-checkout doesn't just provide choice for customers – it gives retailers new options too.

The choice of where to deploy your staff – whether it's keeping your shelves filled or helping customers with their needs – frees you up to provide the best customer experience possible.

It also provides options in the face of the labour shortage that so many retailers are battling with today. When you don't have the staff you need, automating parts of the customer journey can keep your store open without sacrificing the experience of your customers.

Investing in your customer experience says something about your brand. It says that you care about your customers. It says that you are a premium brand that is concerned with meeting their needs and letting them choose how they want to interact with your business.

Delivering choice at the checkout is good for you, it's good for your brand, and it's good for your customers.

# CHOICE WITHIN SELF-CHECKOUT

## Choose the shape of your solution

Whether you are looking for a full self-checkout solution, or you just want to add cash automation to your existing provider, Glory can help.

Our partner Acrelec delivers digital transformation through world-class, modular self-checkout solutions to suit any store size. Glory also partners with a range of other self-checkout providers to integrate cash automation with their existing solutions. Find out more [here](#).

Whatever the size of your stores, whatever the shape of your needs, Glory can help you find a solution that fits.

Don't try to serve yesterday's customers today – give the modern consumer what they want.

**Give them the power of choice.**

Get in touch with Glory's team to discuss how we can help you find the right SCO solution for your business.

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### Acrelec S15

is a full-size, modular SCO with a wide range of options to suit larger stores



### Acrelec S22 Lite

is a small, modular, and incredibly flexible SCO device that can be installed free standing, wall mounted, or desktop



### Glory CASHINFINITY™ CI-10

can be integrated with a staffed till as well as a wide range of SCO devices from other partners to provide payment choice through POS cash automation

To explore what cash recycling solutions could do for your business, get in touch with the Glory team at:  
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