

GLORY



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SHOPINFINITY
GLORY Retail Solutions

Transforming Airport Retail

Improving operational efficiency and customer engagement
with the SHOPINFINITY™ Convenience Vending solution

Smartseller GmbH & Co. KG, Airport Leipzig Germany

 **smartseller**

THE CHALLENGE

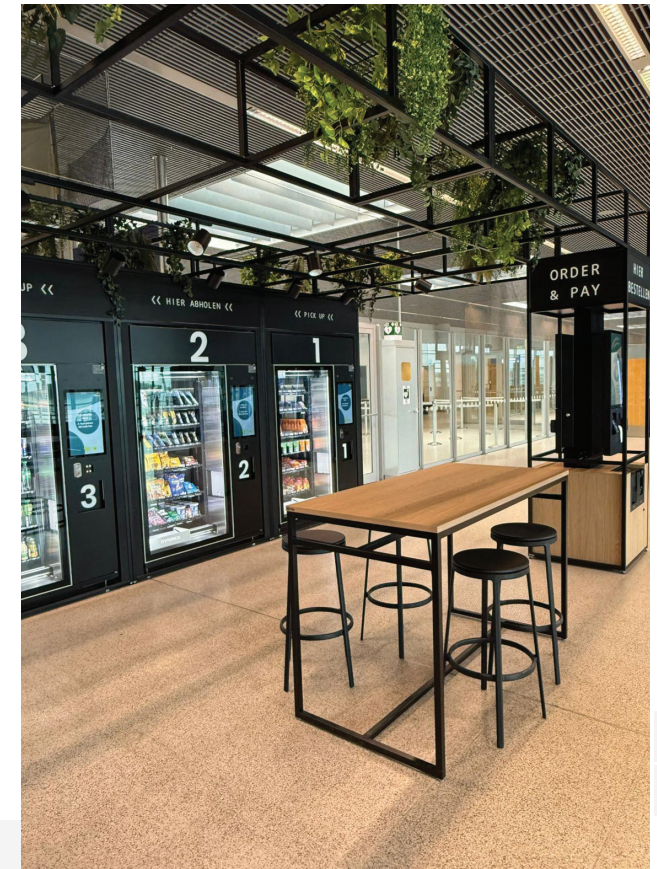
“Glory and especially Nicola Wegmueller and Dominik Cipa convinced us with their desire to have a joint project and pilot which everyone can benefit from. We had the feeling that they were looking for a partner, not a customer per se. Having the ability to give input and help shape the product within the pilot was promising, making us feel like an integral part of the solution.”

Lars Hennecke,
Head of Business Development,
Smartseller GmbH & Co. KG

Smartseller GmbH & Co. KG, a joint venture between Gebr. Heinemann SE & Co. KG and Casualfood GmbH, operates in various small and medium sized airports in Germany and Slovenia.

Due to fluctuating passenger volumes throughout the day and seasonally, Smartseller identified the need for a staffless retail concept, particularly in low-traffic areas such as gate areas. In these areas, the traditional staffing model is less sustainable, leading to inefficiencies and higher expenses.

To address these issues, Smartseller aimed to enhance customer service and operational efficiency by offering self-service options. This approach would cater to the diverse needs of travellers, providing quick and convenient purchasing experiences without the limitations of traditional staffing.



THE SOLUTION



The SHOPINFINITY Convenience Vending solution, a cutting-edge innovation, was developed to address these challenges. It combines technological excellence such as integrated cash handling, central ordering terminals, age verification, AI-based refill approaches, expiration date tracking, and cashless payment integration.

The SHOPINFINITY Convenience Vending solution includes:

- **Hardware:** Vending Wall, K27 Kiosk, CI-10X cash recycler, Vending Machine, Coffee Machine.
- **Software:** ATP, Glory Checkout App, Glory backend.
- **Services:** Cloud Services.

The checkout-related integration of the Vending Wall Checkout App and the TCPOS WOND (Zucchetti) using the ACRELEC Transformation Platform (ATP) allows for price synchronisation, pre-calculation and completion of orders, login authentication, and availability checks, ensuring a hassle-free user experience.

“The integration between the Vending Wall Checkout App and the TCPOS WOND (Zucchetti) was seamless. The ACRELEC ATP was used to communicate with the POS. This cooperation between Smartseller, Zucchetti (POS provider), and Glory ensured smooth check-out experiences.”

Lars Hennecke, Head of Business Development, Smartseller GmbH & Co. KG

The addition of cash recyclers has further enhanced the SHOPINFINITY Convenience Vending solution by providing several key benefits:



Operational Efficiency: Cash recyclers reduce the need for manual cash handling, which minimises errors and speeds up transactions.



Cost Savings: By automating cash handling, businesses can reduce the need for staff to manage cash, leading to lower personnel costs.



Enhanced Security: Cash recyclers provide a secure way to handle cash, reducing the risk of theft and loss. The integration of cash recyclers, has provided quick and convenient purchasing experiences, improved customer service, and operational efficiency, making it a valuable addition to the business.



Customer Convenience: Offering both cash and cashless payment options caters to a wider range of customers, improving their overall experience.

Overall, the SHOPINFINITY Convenience Vending solution, with its integrated cash handling and cash recyclers, has provided quick and convenient purchasing experiences, improved customer service, and operational efficiency, making it a valuable addition to the business.

THE BENEFITS

The SHOPINFINITY Convenience Vending solution has helped Smartseller offer products 24/7, and thus improving customer engagement and satisfaction. It also integrates with its POS system, ensuring accurate pricing and efficient order processing. The solution has been well-received, and plans are in place for further installations in other locations. These will be strategically chosen to maximise the benefits of the SHOPINFINITY Convenience Vending solution and enhance customer service across Smartseller's network.

Additional benefits include:



Operational efficiency: Potential reduction of personnel resources needed, compared to a staffed point of sale.



Customer service: Offering products 24/7 especially in areas where traditional retail concepts might not be sustainable. This creates additional offers for airports and passengers and increases overall satisfaction.



Cash payments: Cash recycling provides customers with the flexibility to choose their preferred payment method, whether it be cash or cashless. This enhances their overall experience by catering to diverse payment preferences.



Age verification: Ensuring compliance with legal requirements by verifying the age of customers purchasing age-restricted products.

“SHOPINFINTY Convenience has allowed us to offer products 24/7 without any restrictions, improving customer engagement and satisfaction.”

Lars Hennecke,
Head of Business Development,
Smartseller GmbH & Co. KG



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