



GLORY

# THE HIDDEN COSTS OF A BAD CHECKOUT EXPERIENCE

and how to fix them with automation

# First impressions matter...

it's a saying for a reason.

But when customers walk into your store, it's often the *last impression*, the checkout, that determines whether they return. All too often, checkout is seen as pure transaction: bag the items, pay, and move on. Yet, a frustrating or slow checkout experience can cost you in invisible ways. From abandoned purchases to damaged loyalty and wasted labour — it's a strategic touch point that sometimes slips through the cracks. But a study by Forrester revealed that 84% of shoppers said the checkout experience was important or very important, falling closely behind only location and price as criteria for deciding where to shop.

In many ways, you want the checkout experience to be utterly *forgettable*.

Handing over your hard-earned cash is not generally the best part of an experience. So, the smoother, the more seamless, the more frictionless that part can be, the better. We want customers to remember the great atmosphere, the exceptional service, and the exciting product they take home — not the payment process.

So let's take a look at the hidden costs behind a poor checkout experience, and walk through how automation — including self-checkout (SCO), self-service kiosks, cash automation, and unified commerce technology — can turn checkout from a pain point into a competitive advantage.



of shoppers said the checkout experience was **important** or **very important**.

Forrester

# The Silent Saboteur:

## What a bad checkout really costs you.



### Abandoned baskets

Checkout friction doesn't only happen online — it plagues in-store experiences too. Across a wide range of studies, between one third and two thirds of shoppers have left a store without making a purchase because of long lines. Beyond the immediate loss, these abandoned transactions represent wasted marketing investment and a lower return on the foot traffic your store has worked so hard to earn.



### Eroded Customer Loyalty

Checkout frustrations linger. A slow or awkward checkout experience can tarnish how customers feel about your brand — especially in categories like grocery or quick-service hospitality, where repeat visits are critical. Dissatisfied customers are less likely to return or recommend you to others, and 56% are likely to change stores if the primary difference was better checkout (Forrester).



### Operational Inefficiency

Every minute a staff member spends scanning items at a traditional register is a minute not spent upselling, restocking, keeping the store clean, or helping customers. And queues that could be avoided lead to fewer customers served per hour, undermining your labour ROI.



### Shrink and Human Error

Manual processes can introduce mistakes and open doors to accidental or intentional losses. How often does a till in your stores come up even at the end of a shift? How much time do your staff spend hunting down errors and trying to balance things out?

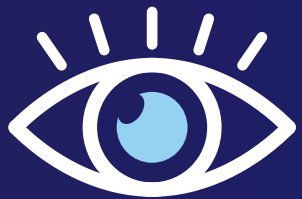
**The problem isn't the human – it's the process.**

**Over**  
**75%**

of shoppers say that queuing to pay for a product is the **worst part** of the **in-store experience**.

Study: Measuring the Effect of Queues on Customer Purchases

# Why It's Hard to See These Costs



The trouble with a poor checkout experience is that the damage it causes doesn't always appear on a simple spreadsheet. If someone walks away from a queue, you won't find a neat "abandoned basket" line in your sales report — it just looks like fewer transactions that day.

Similarly, if a till drawer comes up short at the end of the day, the loss may be recorded under "shrink," but it won't tell you the cause — whether it was an honest mistake, a technical glitch, or theft. All of these are mixed into one big number.

Because the losses are spread across different parts of the business — lower sales here, a higher shrink rate there, lower customer satisfaction somewhere else — they're easy to overlook. It's like having a slow leak in a bucket: you don't notice it right away, but over time the water level drops.

**By the time it's obvious, you've already lost a lot.**



# How Automation Solves These Problems

## SCO & Self-Service Kiosks

Self-service solutions, such as Glory's K22, let customers manage their own transaction — scanning, paying, bagging — without queuing behind a line. They shorten wait times, give control to the customer, and offer privacy for those who want it. They also help resolve labour efficiency issues, as well as help businesses struggling with labour shortages, because one attendant can supervise multiple kiosks at once. This frees employees to engage in upselling, restocking, keeping the store clean, or helping customers — increasing overall productivity.

## Find the right balance

Many customers feel that there are often not enough staff to support the number of SCOs, leaving them feeling frustrated and alienated from your business.





# How Automation Solves These Problems

## Cash Automation

Automated cash-handling systems, such as Glory's CASHINFINITY™ range, secure and manage cash flows across tills. They speed up opening and closing tasks, reduce human error, and drastically cut shrink due to manual handling.

Automated cash operations reduce the need for repeated counting or manual reconciliation – doing everything at the push of a button.

Re-allocating staff time away from back-office cash roles allows more focus on customer-facing service.



## Unified Commerce for a Seamless Checkout

One of the biggest barriers to a smooth checkout is having disconnected systems — separate POS, inventory, online ordering, and loyalty platforms that don't "talk" to each other. This creates friction for customers and inefficiencies for staff.

A unified commerce platform like Floid brings these channels together so every transaction, whether it's in-store, mobile, or online, runs through the same core system. This means inventory is always accurate, promotions and pricing stay consistent, and customers can use the same loyalty rewards no matter how they shop.

At checkout, this integration translates to fewer errors, faster transactions, and more personalised interactions. Staff can see the customer's full purchase history in one place, making it easy to offer relevant upsells or resolve issues on the spot. It also helps automate key back-end processes — such as reconciling online orders with in-store sales — so staff spend less time fixing mismatches and more time serving customers.



# Real-World Impact: What Retailers are Gaining



## Labour Efficiency

Kiosks allow one staff member to oversee multiple checkout points, substantially reducing front-of-store labour overhead. That's labour redirected into customer engagement, support, and operational roles.



## Consistent, Friction-Free Transactions

A unified commerce platform ensures that pricing, promotions, and inventory data are consistent across every channel – from the self-checkout to the mobile app – eliminating frustrations from mismatched pricing and out-of-stock items.

For retailers, this consistency means fewer voided transactions, faster checkouts, and more completed sales – small efficiencies that add up to significant revenue protection over the course of a year.



## Faster Throughput & Higher Conversion

When customers complete transactions faster and feel in control, queues shorten, and throughput improves – meaning more customers served and less abandonment.



## Improved Satisfaction and Retention

A smooth checkout experience leaves a better final impression. Happier customers buy again and recommend your brand to others – supporting long-term loyalty.

# Getting started: Fix the Friction



## 1. Audit your Checkout Flow

- Where do queues form most often?
- Are staff tied up in scanning instead of assisting?
- Do you rely on manual cash processes or siloed systems?



## 2. Introduce Self-Service

- Start in high-traffic zones, and be sure to test and refine your approach.
- Present self-service as a choice, not as the only option.
- Staff kiosks strategically — for support, not replacement.



## 3. Add Cash Automation

- Automate your cash processes in checkout zones to speed reconciliation and reduce shrink risk.
- Free staff to focus on more strategic customer-facing tasks.



## 4. Unify your Commerce Channels

- Bring all your sales touch points onto a single, connected platform so they work together seamlessly.
- Sync pricing, promotions, and inventory in real time to avoid errors and customer frustration.
- Give staff a complete view of customer interactions, making it easier to provide personalised service.
- Streamline back-office operations by reconciling online, mobile, and in-store sales automatically.



## 5. Monitor Metrics

- Track shrink rates both before and after deployment.
- Measure queue length, transaction times, and customer satisfaction (NPS or CSAT).
- Use data to guide further rollout decisions.



## A bad checkout experience isn't just annoying... it's costly.

Invisible losses from abandoned baskets, leakages from shrink, inefficient use of staff time, and damaged brand perception all hurt the bottom line.

Automation — in the form of self-service, cash handling systems, and a unified commerce engine — offers solutions that don't compromise service or the customer experience. In fact, they elevate both.

### Want to turn checkout from a pain point into a profit driver?

**Reach out** to explore how our smart automation solutions can transform your customer journey, improve operations, and recover lost revenue.



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get in touch

Glory Global Solutions

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