

# Worldsmart Retail

*the success series*

## Self Checkout



### **Customer:**

Bayside Convenience

### **Application:**

Self Checkout



*The Self Checkout lanes give us the ability to deliver that idea of extraordinary service – no queuing and no waiting.*

**John McLean**

Owner

**Supa IGA Bowen**



### **Background:**

John McLean has a long history in retail as the former owner of Supa IGA Bowen. When looking to open a new convenience store in late 2009, John had the knowledge and experience to know what was going to make his new store a success. He had the right location, he just needed to be able to differentiate his offering and ensure that his customers received extraordinary service during every visit.

### **Challenge:**

“One of the things that people don’t like about grocery shopping is waiting to be served. In a lot of smaller stores, if they have to wait too long, they get annoyed and walk out.” John said. The other concern John had was related to staff rostering. “I wasn’t sure that we could find enough people to keep three checkouts staffed from 7am to 7pm, seven days a week and sometimes it is hard to know in advance when the store will get busy and you need to have all hands on deck”.

### **Solution:**

After seeing the IBM Self Checkout unit at the Metcash Expo, John was confident he had seen the right solution for his new store. John went ahead and installed two lanes of Self Checkout along with a single manned Point of Sale terminal. This meant that John could open the doors of his new store with only two staff on the floor.

### **Outcome:**

After almost 12 months of operation, approximately 75% of customers use the self checkouts and the store can operate 12 hours a day, seven days a week with usually just one staff member. John stated, “we don’t have to worry about problems with rostering anymore, the machines are always working. We’d have gone broke if we had to hire all of those people.” Staff are now freed up to provide the extraordinary service that John had wanted and business is booming. “The cost savings and benefits we’ve received from the IBM Self Checkout system have really improved our business.”

### **Unique Challenge?**

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