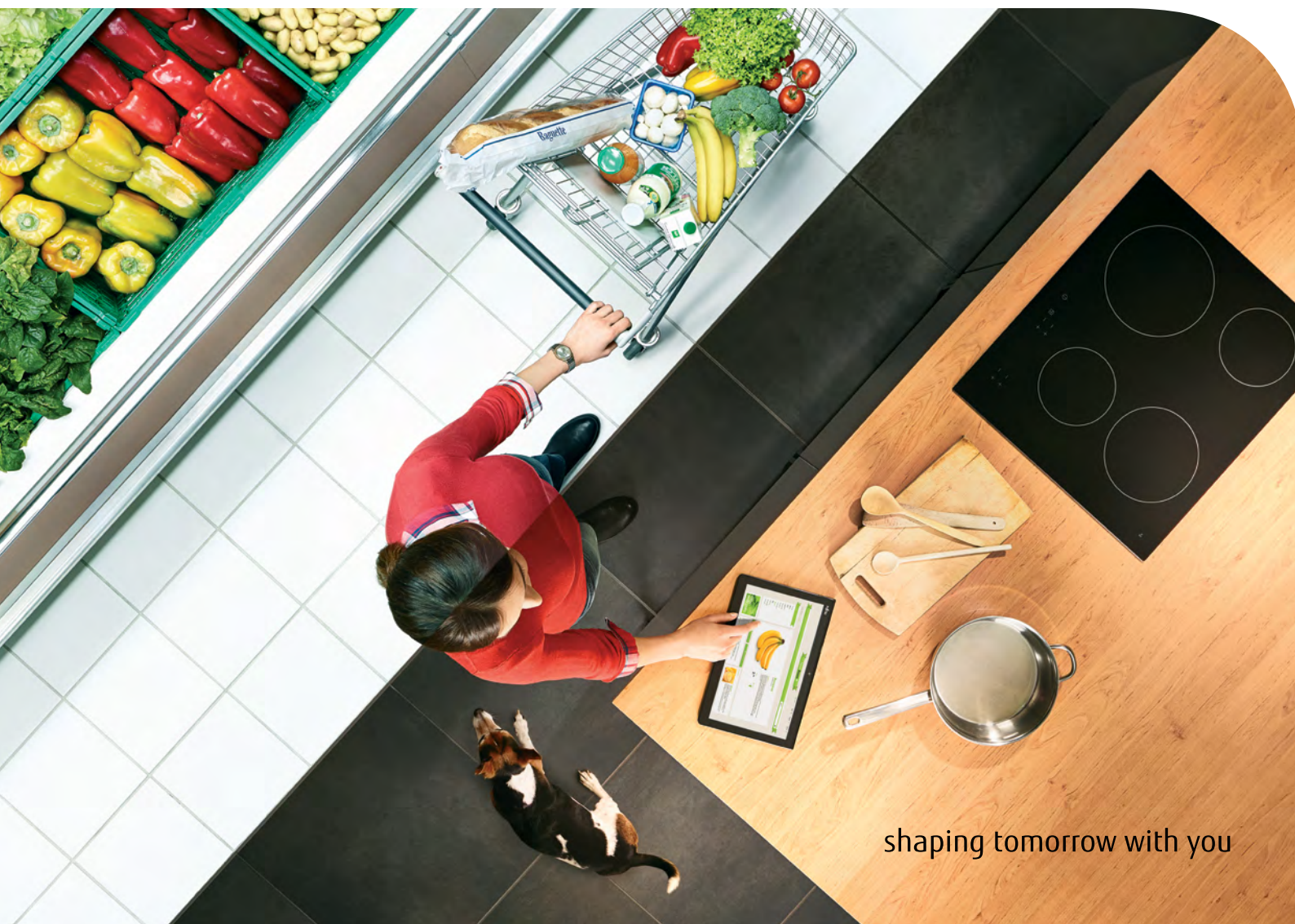


# Self-checkout services from Fujitsu

## Delivering a better experience for all

Consumer expectations are rising all the time. Speed, ease and quality of service are now competing with price as the reason to choose one supermarket over any other. And from out-of-town hypermarkets to high street stores, more and more shoppers are choosing self-service options, especially at the till.



shaping tomorrow with you

Self checkout (SCO) is a win-win for customers and retailers alike. Shoppers get the quick and often customised service they expect, while retailers save on traditional labour costs.

With plenty of competition in most supermarket locations, and quality customer experience essential to brand loyalty, SCO technology can make a big difference to a retailer's bottom line. In particular, the availability of your SCO technology is critical to successful business operations and customer satisfaction.

No customer wants to wait in line longer than they have to, especially in smaller stores if they have just popped in during a lunch break or after work. Long lines at the checkout are a major complaint for many shoppers as is the lack of checkout options in stores. These frustrations can lead many to abandon their shopping baskets and head to a rival.

SCO terminals can be the boost or the bottleneck to customer throughput – determining how quickly shoppers can just get on with the rest of their day. That's why the type of SCO servicing and maintenance you get is critical.

## Facing the challenges

Since time really is money in supermarket stores, retailers need SCO technology that will help them keep pace with customer demands and innovations in the industry itself. Choosing how to upgrade SCO terminals, when to bring in new customer-focused services, and maintaining high levels of availability can be key to your stores meeting strategic business goals.

Yet traditional SCO contracts involving a dominant manufacturer mean just one supplier is responsible for all the hardware, software and servicing of equipment. For supermarkets, this can mean a number of significant single-vendor risks when it comes to in-store technology:

- **Slow or reactive equipment servicing** from original equipment manufacturers (OEMs) that are more focused on selling the hardware means your customers are left standing in long lines while tills are down. As a result, your IT team spend more time resolving issues and staff need to man additional tills to reduce queues, which increases costs.
- **Limited competitive forces** in such a controlled market give OEMs no incentive to drive technological advances in SCO or help your stores get more value from their terminals. With little impetus to provide the preventative maintenance that will keep your terminals working well, your stores operate with the threat of SCO failure at any moment.
- **Enforced equipment upgrades** from OEMs means that it is the manufacturer – not your business – that decides when SCO technology is updated. The result is your stores can be held back from introducing new services to meet customer demands and keep ahead of competitors.
- **Your vendor may not be ready** with the latest innovations even if you know what it is you need to stay ahead of your competitors. Again, your customer experience suffers when rival stores roll out new SCO services ahead of yours.

You know what it will take to meet customer expectations and drive extra value from your stores. Instead of waiting for OEMs to create the SCO servicing and maintenance contracts to match your business priorities, why not look elsewhere?

## Our unique approach

Fujitsu provides a different approach to the single vendor SCO contract:

- **We are technology-agnostic** so you can choose the equipment that best suits your stores and we will maintain it for you.
- **We offer end-to-end support for any type of hardware** and offer alternative service models, in terms of hours, service-level agreements (SLAs) or delivery.
- **We can give you better cost efficiencies** through proactive and preventative maintenance leading to reduced store visits from engineers.
- **We are committed to continuous improvement** across our technologies, services, people and partners.

### A case in point:

#### Fujitsu SCO for a top six UK supermarket chain

- First-time fix at the Service Desk up from 54% to 72%
- Increased revenue and margin
- SCO availability at 99%
- Annual failure rates down from 0.67 to 0.37 per device

» The level of professionalism and the success of the SCO incident reduction programme has contributed to a level of confidence in Fujitsu and the results they deliver. Fujitsu helped us to reduce failure rates by 50% and continue to improve the service they deliver.«

**IT Services & Infrastructure Director,  
large supermarket chain**



» Fujitsu has been our deployment partner of choice for the past thirty years. This is due to the quality of service they deliver and also the flexibility in their multi-vendor agnostic approach to installation and support.«

**British high-street retail giant**

# Why Fujitsu?

We give you more:

## The benefits for your business:

- Fewer queues, more sales and improved customer experience thanks to greater availability of SCO terminals in your stores.
- More control and flexibility in deciding which innovations to rollout across your SCO estate.
- More influence over your SCO technology and how to address strategic business goals instead of waiting for OEMs to innovate for you.
- A chance to break away from the high capex model associated with enforced upgrades to hardware.



## The benefits for your stores:

- Fewer 'walkouts' from exasperated customers.
- First-time fix whenever possible from qualified engineers in the event of a breakdown.
- Ability to deploy the best SCO to support the type of store and customer profile, whatever the manufacturer.



## The benefits for your customers:

- High lane availability and less frustration from time wasted queuing for a checkout when others fail.
- More staff available to deal with personal queries on the shop floor.
- The customer experience they expect from a major retailer.



## Local focus. Global reach.



1

of the top 3  
global SCO  
manufacturers



2nd

in checkout  
installations  
worldwide



30+

years'  
experience



2,500+

SCO lanes deployed  
worldwide, with  
300 in the UK



3,300

non-Fujitsu  
SCO devices  
supported in  
the UK alone

## We know SCO

### We are experienced.

Fujitsu has a 30-year heritage in the Retail sector and a wide knowledge of what it takes to make supermarket stores a success. Our customers can rely on the specialist technical knowledge of over 130 dedicated Fujitsu SCO engineers from a pool of 1,200 in the UK.

### We are experts.

Fujitsu builds its own SCO terminals, which means we have an in-depth understanding of the technology. Our SCO Centre of Excellence in Solihull is OEM agnostic and has a specialist repair workshop so we can see first-hand where third party technologies need improvements to drive down failures.

### We are enterprising.

Fujitsu is the only service vendor that has taken on an engineering SCO contract from an OEM. We were the first service vendor to repair SCOs in the UK. We also set high expectations by driving innovation for our customers through a proven approach to continuous improvement.

## We are different

At Fujitsu, we are motivated by your business priorities, not technology. That is why we can offer a standard of service that no other company can:

- 24/7 service and support
- Level 1 / 2 support (incl. remote diagnostics)
- National specialist maintenance engineers
- High-quality repairs
- Self-healing, in-store help and remote support to reduce Service Desk calls
- Cloud-based reporting for ongoing service enhancements.
- In-house SCO deployment and installation team

Give your customers a better experience. Contact us at [AskFujitsu@uk.fujitsu.com](mailto:AskFujitsu@uk.fujitsu.com)

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