

A close-up photograph of a person's hand holding a head of fresh green broccoli. The broccoli is being placed on a dark, flat surface, which is part of a self-checkout scanner. A thin red laser line is visible on the scanner's surface. The background is slightly blurred, showing parts of the checkout station.

Intelligent self-checkout

Self-checkout really made a difference in a leading supermarket chain, when it was introduced with self-scanning.

It was more popular, but customer feedback showed that the purchase of restricted goods was causing bottlenecks and frustration. Delays caused by waiting for staff to

be free to confirm age, remove security tags, or check that items were properly labelled (to reduce fraud) was undermining the point of the technology.

The store decided to deploy a Connected Retail solution – specifically, Artificial Intelligence linked to discreet cameras. The customers were made aware that their faces would be scanned to confirm that they were old

enough to buy alcohol and other age restricted goods. That increased the throughput of customers and cut delays. The system could also check that each product was what its label said it was, thereby reducing fraud.

No more champagne sold for the price of bananas – just closing sales with as little friction as possible.