

Intelligent self-checkout

Self-checkout really made a difference to a leading supermarket chain. They'd introduced it together with self-scanning.

The former was more popular, but customer feedback showed that the purchase of restricted goods was causing bottlenecks and frustration. Waiting for staff

shaping tomorrow with you

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, so reducing fraud.

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