



Empower staff, reduce shrink and accelerate transactions at SCO

Seven ways to optimise
points-of-sale in retail

Self-checkout usage is surging

The way we shop is changing. Since the pandemic reduced face-to-face transactions, the return to the store has seen customers increasingly opt for the speed and consistency of self-checkouts over traditional points-of-sale. Enabling consumers to scan, pay and pack at their own pace, SCOs have fast become a necessity for retailers across the globe. One recent study estimated that almost 40% of all grocery store transactions in the US are now self-checkout.

Self-checkout usage is increasing by 13.3% year-on-year to 2030.

Source: Grand View Research

With a greater number of transactions taking place across smaller spaces, SCOs can present challenges as well as opportunities. While the density and efficiency of points-of-sale are increased, staff are often left to take on fractional roles, multi-tasking between monitoring transactions, answering queries, housekeeping, attending to deliveries and restocking. The splitting of staff attention can cause frustration for customers and in some extreme cases, has led to belligerent behaviour when trying to seek help to authorise age-restricted items or deal with items that have not registered properly.



The majority of supermarket staff managing self-checkouts say they cannot cope with the number of machines they oversee, according to a major study of more than 6,000 workers.

Source: ECR

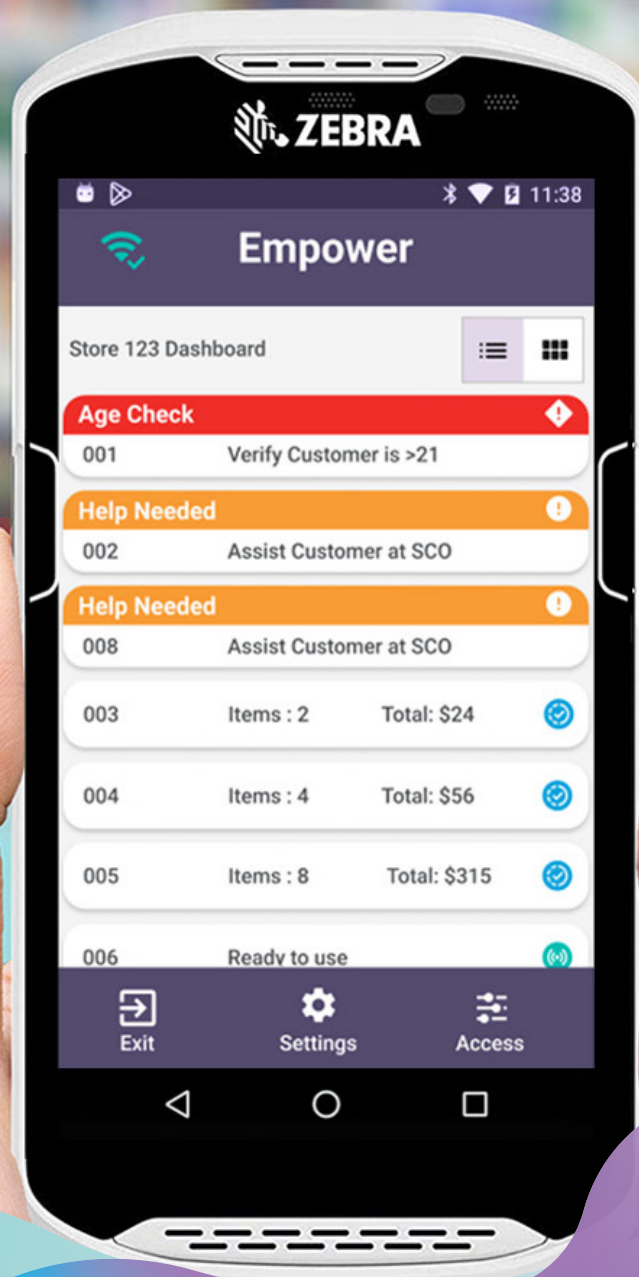
Ultimately, divided attention, aggravated customers and fast transaction flows can give rise to an environment more vulnerable to theft. As SCOs increasingly become the norm and the cost of living continues to rise, criminals have developed and shared across social media sophisticated methods of gaming the self-checkout to walk away without paying for their items. The consequences are significant for retailers, with a recent survey from ECR finding that self-checkout systems accounted for as much as 23% of respondents' total unknown store losses, with malicious losses representing 48%.

Faced with these ever-shifting challenges, there are a multitude of ways that retailers can tackle loss and the management of their self-checkout systems efficiently. Flooid's portfolio of solutions can help address these issues, from Flooid Insights providing in-depth analytics on returns, refunds and buying patterns to keep customers engaged and retailers informed about operational practices, to Flooid's innovation within the SCO UI that improves functionality and keeps transaction flows smooth.



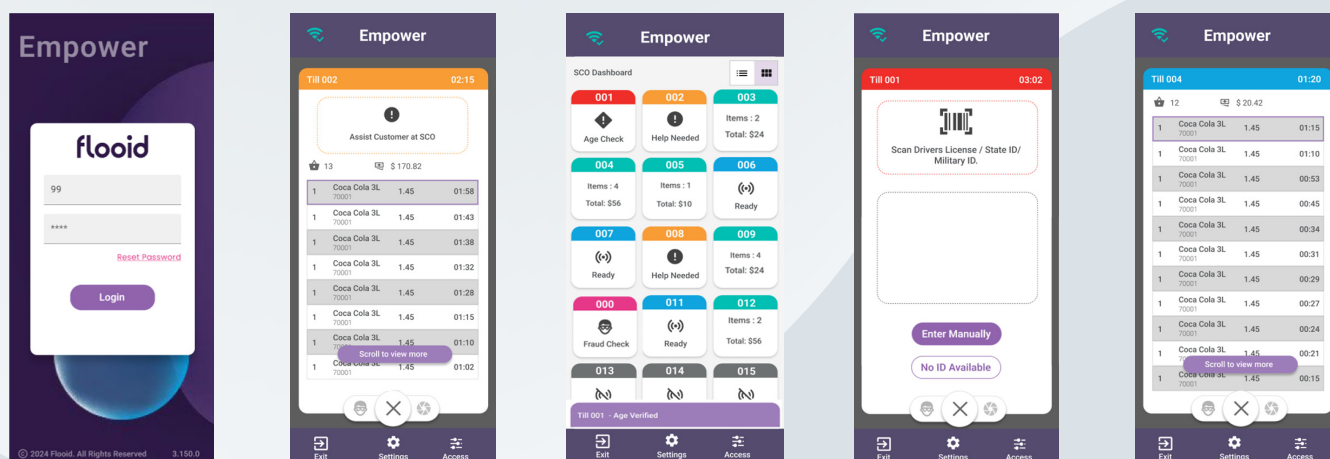
When it comes to an immediate, accurate and appropriate response, a new Flooid solution is primed to protect profitability, keep in-store associates attentive and make sure customers are satisfied. With Flooid Empower, retailers can monitor their SCO operations remotely to keep them better assured.

All-round Empowerment



Flooid's Empower app can transform retail operations by enabling associates to monitor and respond to self-checkout issues remotely, in real-time, and from the palm of their hands.

Empower allows staff the ability to respond to instant alerts and understand who needs help, meaning customers are no longer left waiting and employees can better catch non-payment activities. Store associates can also authorise restricted sales through Empower and monitor when a checkout goes offline to ensure transactions remain fast and efficient. Data analytics additionally enable a real-time summary of scanned items and transaction values to allow event auditing at your fingertips, while wide-ranging compatibility means Empower can be deployed across self-checkout, cashier operated registers, convertible lanes, kiosks and the new generation of mobile POS devices.



“Staff are empowered with real-time insights into transactions should anything look suspicious.”

Lisa Bowden
Snr. Product Manager, Flooid

Empower your frontline teams

To illustrate the expansive ways in which Flooid Empower can revitalise and revolutionise your retail operations, here are seven key use cases for the application, across customer journeys, loss prevention, and data customisation. Each pathway displays a new route to safe and seamless retail.

Satisfied customer journeys

Instant information

Calls for assistance from individual self-checkouts raise an immediate alert in the Empower app, which operators can choose to acknowledge or ignore. Once action is taken, the message is cleared, giving associates added time to attend to other customers and allowing for a more efficient transaction flow.

Proactive responses

Intelligent, immediate alerts for age-restricted items enable remote authorisations from in-store associates, meaning customers who visibly meet the criteria for their items can continue shopping without delays or irritation.

Preventing walk-aways

Idle alerts notify associates if a customer is struggling with their basket, before frustration sets in and they have the opportunity to walk away from their shopping. A customisable algorithm means retailers can also set different tolerance levels for hesitant scanning to further monitor frustrations or to notice patterns of potentially suspicious activity.



60% of consumers prefer self-checkouts over store associates.

Source: Raydiant

51% of all SCO losses are caused by malicious customer behaviour according to a recent survey of retail employees.

Source: ECR

Dynamic loss prevention

Intelligent monitoring

End of transaction summaries of purchases mean in-store associates can assess if theft is occurring and confirm suspicions from monitored behaviour at SCOs. Retailers can then use this information to enable end of transaction loss prevention, or to implement wider policies in store – keeping staff safe and reducing theft in the process.

Live shrink reduction

Associates can view scanned items as they pass through the self-checkout in real time and notice disparities between the live receipt build, customer movements and their basket. This continually-updated information enables assistants to potentially take action on non-payment before transactions are completed.

Superior data customisation

Increased insights

With compatibility across all end-points, Empower allows for event auditing at your fingertips. A history of alerts created per device enables an audit trail where associates can review which alerts have been triggered when and build detailed, data-driven insights to allow better and more streamlined performance from their SCOs.

Efficient troubleshooting

Off-line notifications are immediately relayed to Empower if a SCO fails and action can be taken as soon as possible to prevent customers from abandoning the line or potentially leaving their shopping behind.

“There is still a real need for retailers to both better understand how they are affected by SCO-related losses – where, how, and why they are happening – and undertake rigorous and robust evaluations of the interventions they are employing.”

John Fonteijn
Chair of the ECR Retail Loss Group

Take charge of the self-checkout revolution

As checkout continues to change, retailers can capitalise on shifting consumer habits and turn possible challenges into opportunities. With Flooid Empower, you can create a more satisfying customer journey with efficient interventions and a streamlined workflow for in-store associates who are increasingly pressed for time. As a native solution that can be easily deployed within Flooid systems and onto existing hardware or tablets, Empower is the next, simple step to the future of satisfying in-store experiences.

If you are interested in learning how Flooid Empower can make your retail operations safer, more cost-effective and efficient, speak to a member of our team.



About Floodid

Floodid, a Glory company, is the leading unified commerce platform provider that enables retail and hospitality brands to sell to customers flexibly and consistently, wherever they are and however they choose to shop. Our scalable cloud-native composable solution and services portfolio includes assisted and self-service experiences, an open API services platform and operational business analytics as well as estate management solutions that enable retailers to select the right mix of services and technology partners to facilitate the selling journey that's right for every customer. One composable, unified commerce platform. Unlimited innovation.

floodid.com

#MakeItFloodid

Ingenuity House
Bickenhill Lane
Birmingham B37 7HQ

+44 (0)24 7669 4455
marketing@floodid.com

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