



Transforming Transactions
into Relationships

NCR EasyPoint™ Solutions: Xpress Ordering

NCR EasyPoint solution: Xpress ordering applications offer consumers a more convenient way to shop in their grocery store. The self-service ordering system utilizes the NCR EasyPoint Solution to allow consumers the choice of using exciting new technology to place their orders. Retailers can use the self-service ordering applications to:

- Increase customer satisfaction with shorter waiting periods and improve associate productivity through the automation of order-taking
- Capture potential walk-aways by easing wait times and shortening service lines
- Generate new sources of revenue from vendors by including vendor advertising on the kiosk
- Increase transaction size through cross-selling and up-selling



Many grocery stores have lengthy wait times in assisted-service areas like the deli department. The NCR EasyPoint with self-service ordering applications allows consumers to place orders through the kiosk. As a result, instead of waiting in long lines, consumers can complete the rest of their shopping while their order is being processed.

It's ideal for any retail environment that requires a time-efficient means of processing customer orders, either as a primary ordering system or as a complementary system to having orders placed directly with store personnel.

Added revenue opportunities

Self-service ordering has proven to be profitable for retailers. Industry composite data indicates that the kiosk can create up to 50% more revenue by providing ordering capability on a kiosk. When consumers don't have to contend with announcing their order in front of a long line of other customers, they feel less embarrassed to order additional items and have more time for impulse purchases, up-sell, and cross-sell activities.

The NCR EasyPoint Solution with self-service ordering applications can also create new revenue opportunities by including vendor advertising at the kiosk. Additionally, the solution can be customized to advertise a store's weekly or daily specials and changes can be made instantaneously from the manager's workstation as inventory levels shift.

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Building consumer loyalty

Self-service ordering helps retailers provide better service and ultimately improve consumer loyalty. Offering the option to place orders through a kiosk eliminates long wait lines and ultimately reduces the number of customers that would typically walk away because of long queue times. Studies show that implementing technologies, like self-service ordering, that are aimed at improving the speed and ease of the shopping experience, creates loyalty among consumers.

Increase labor productivity

Finding and retaining qualified labor is a challenge for all retailers. It is expensive to continually train new employees. Self-service ordering requires less employee intervention for assisting customers with their orders and allows for productivity gains by spending time on other customer-facing activities.

Reduce costs

Self-service ordering can significantly improve order accuracy and reduce waste due to miscommunication by empowering consumers to input their orders on a touchscreen interface designed to be easy to use.

Robust hardware platform

Leveraging expertise in developing and supporting high-usage self-service equipment, NCR has developed a Web-enabled, self-service terminal that utilizes touchscreen technology and a variety of peripherals in an integrated, compact, and robust design. NCR EasyPoint consists of high-quality components and a feature-rich design that provides a reliable and flexible interactive experience for the end-user.

Software components to enhance your solution

NCR has developed software platform components that take a modular approach to providing key application functionality that enhances the usability and robustness of the kiosk solution. This approach

allows NCR partners and customers to choose components that are most relevant for their needs. Some of the key components include:

- Application management
- Systems management
- Web browser enhancements
- Development tools
- Store system interfaces
- Controlling menu for multiple applications

Services you can count on

NCR EasyPoint Solutions are supported by our responsive global services team. NCR offers complete solutions to meet a retailer's business challenges with services including:

- Business/IT consulting and planning services
- Custom design services
- Integration services
- Project management
- Remote monitoring and maintenance

NCR retail experts will work closely with retailers to ensure that NCR EasyPoint Solutions supports their business objectives and delivers the value that they – and their customers – expect.

For more information about NCR EasyPoint Solutions and other NCR solutions for the retail industry, contact your local NCR representative or visit NCR at www.ncr.com.



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