



HOW TO MAXIMIZE THE SUCCESS OF SELF-CHECKOUT LINES IN RETAIL



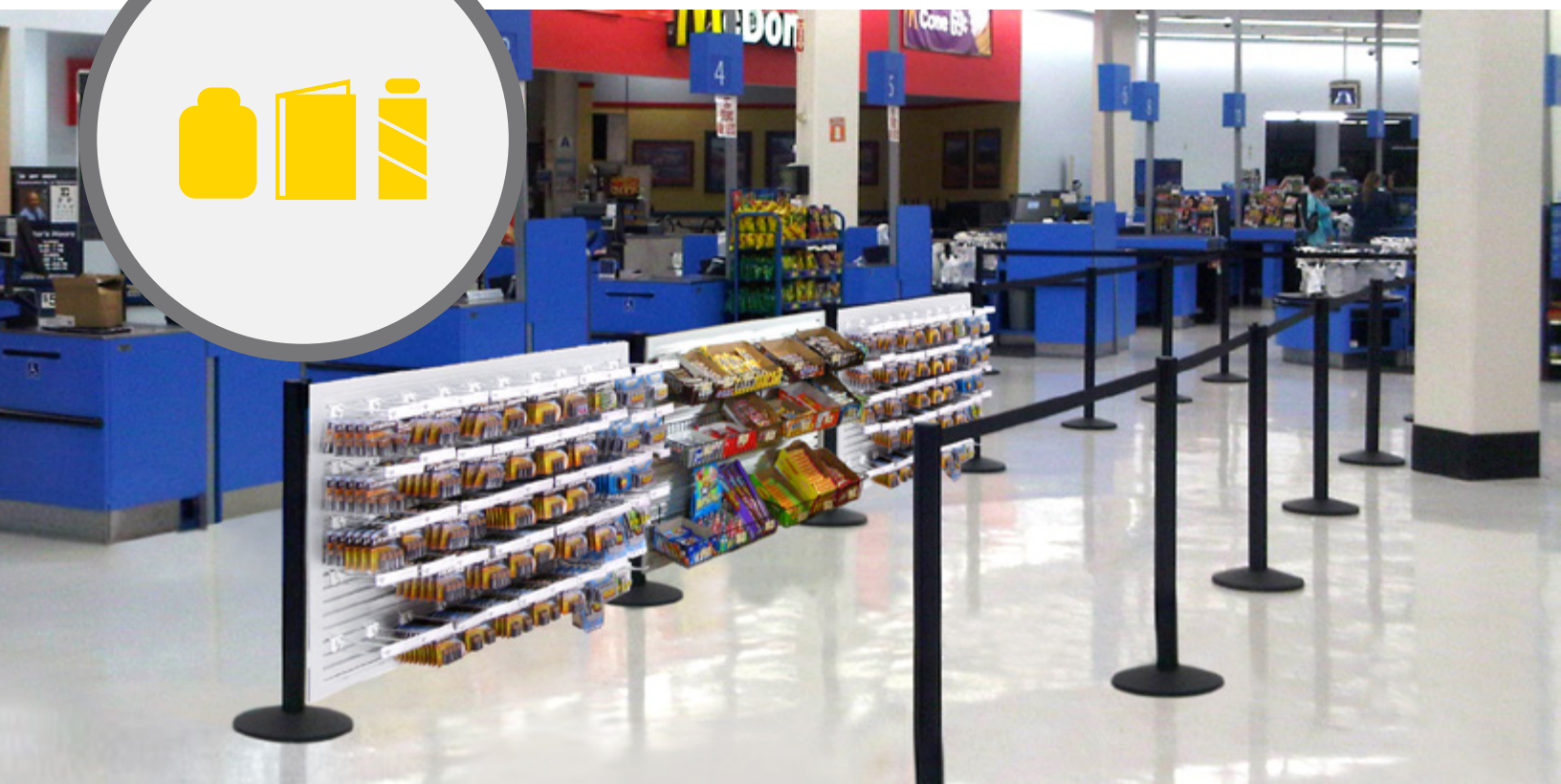
THE CHALLENGE OF SELF-CHECKOUT LINES

Many grocers and other retailers have embraced the notion of self-checkout stations as a means of convenience and efficiency for their customers, but have unfortunately, found themselves faced with the unintended consequences of lost sales and declining customer engagement.



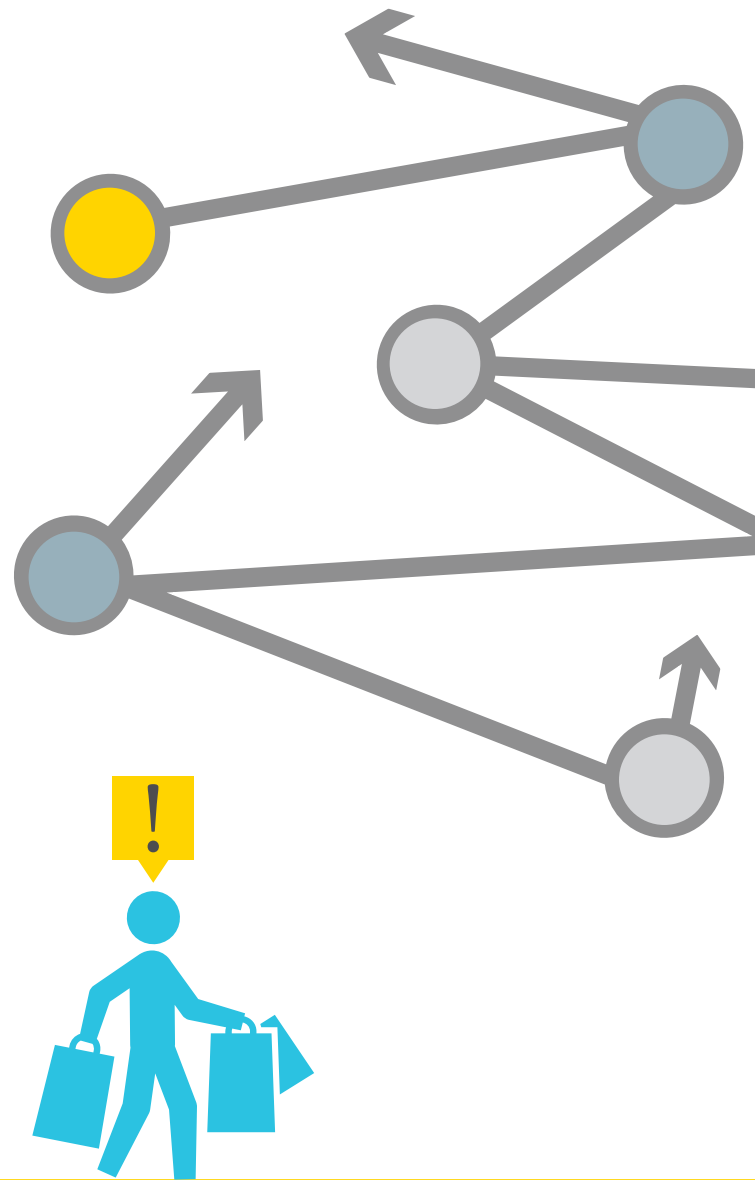
Why is this happening?

Let's start by taking a look at the structure of a typical multi-server, multi-queue setup. In these waiting lines, customers are kept occupied and engaged with organized in-queue merchandising displays that continue the shopping experience while driving impulse sales.



Now, think about the last self-checkout line you saw. You probably recall, at best, a somewhat unsystematic waiting line, and at worst complete chaos. Because most self-checkout experiences are void of defined easy to navigate queues, they lose out on the increased engagement and impulse sales inherent with in-queue merchandising.

The result is a lose-lose for both customers and businesses. Customers become disengaged with the shopping experience and instead focus on finding the first available checkout station. When a checkout station is not readily available, the wait becomes an ordeal filled with negative thoughts fueled by anxiety because they have nothing else to focus their attention on.



Many retailers are now turning to a **single line queue** for their self-checkout areas to recapture customer engagement and impulse sales.

Here we outline five key benefits that accompany using a single-line queue at self-checkout.

1. FAIRNESS FOR ALL

Everyone wants to feel as if they are being treated fairly especially when it comes to spending their hard earned money. As a retailer, the last thing you want is a feeling of injustice arising in any customer that makes him think twice about spending his money in your business or have him start believing he could get treated better somewhere else.

The best way to ensure a fair waiting line and checkout experience is to setup a first-come, first-serve system which occurs naturally when you utilize a [single waiting line](#).



2. REDUCED AVERAGE WAIT TIMES

By setting up a single queue that feeds to multiple self-checkout stations, you will be giving your business the best advantage at maximizing customer throughput. How? You will be reducing actual wait times.

None of your customers will be at risk for enduring an unusually long wait due to the person in front of them not being able to use the self-checkout system correctly or scanning an item twice and having to ask for help. Instead, all waiting customers will continue to flow to the other available checkout stations.



3. LESS STRESS - LESS FRUSTRATION

Some people are good at making quick decisions and some people are even okay when they make the wrong decision, but then there are many people who become stressed with the whole process especially when valuable time and resources are at stake.

In the retail environment, a single-line queue completely does away with the need for customers to make any decisions beyond their product selections because right in front of them is a clear and orderly line that **eliminates jockeying (line switching) or the frustration and stress that comes from choosing the wrong line.**



4. INCREASED IMPULSE SALES

As self-checkout systems sped up checkout and cut wait times for some customers, it inadvertently eliminated an important merchandising opportunity. **A single-line queue at self-checkout can bring impulse merchandising back into the mix.** Even a short wait can benefit from exposure to impulse merchandise, engaging the customer and putting profits back in the hands of the retailer.



5. ENHANCED CUSTOMER EXPERIENCE

A single line queue will enrich the overall customer experience. It not only decreases actual wait times, but perceived wait times as well. A well-defined, organized, single-line queue creates fairness, decreases customer frustration, and allows the introduction of in-line merchandising to the self-checkout process, engaging waiting customers and boosting your bottom line through increased impulse sales.



It should now be clear that the single line queue for self-checkout is a win-win for customers and retailers alike.

Managers can provide the best shopping and checkout experiences for their customers while deterring reneging, balking, and jockeying for a positive effect on customer morale translating to increased sales, repeat business and positive customer reviews.



Ready to improve the flow and efficiency of your queue?

Create a more enjoyable checkout experience for your customers and revel in better results for your business or organization. Consult the **public guidance** experts at Lavi for recommendations customized to fit your space and needs.

Let's Plan Your Approach

Request a Sales Call 



(888) 285-8605 Lavi.com

You might also enjoy:

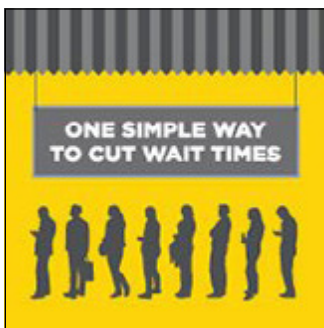


Make it a Single

The Case for Single Line Queuing

Experts will tell you that probably the single biggest factor driving a customer's waiting line experience is how they perceive the fairness of the line.

View Infographic 



Make it a Single Line Queue

Less waiting. More happiness.

Compare the two most common waiting line formations and demonstrates how a single line can reduce the time spent waiting and increase customer satisfaction.

Watch the Video 