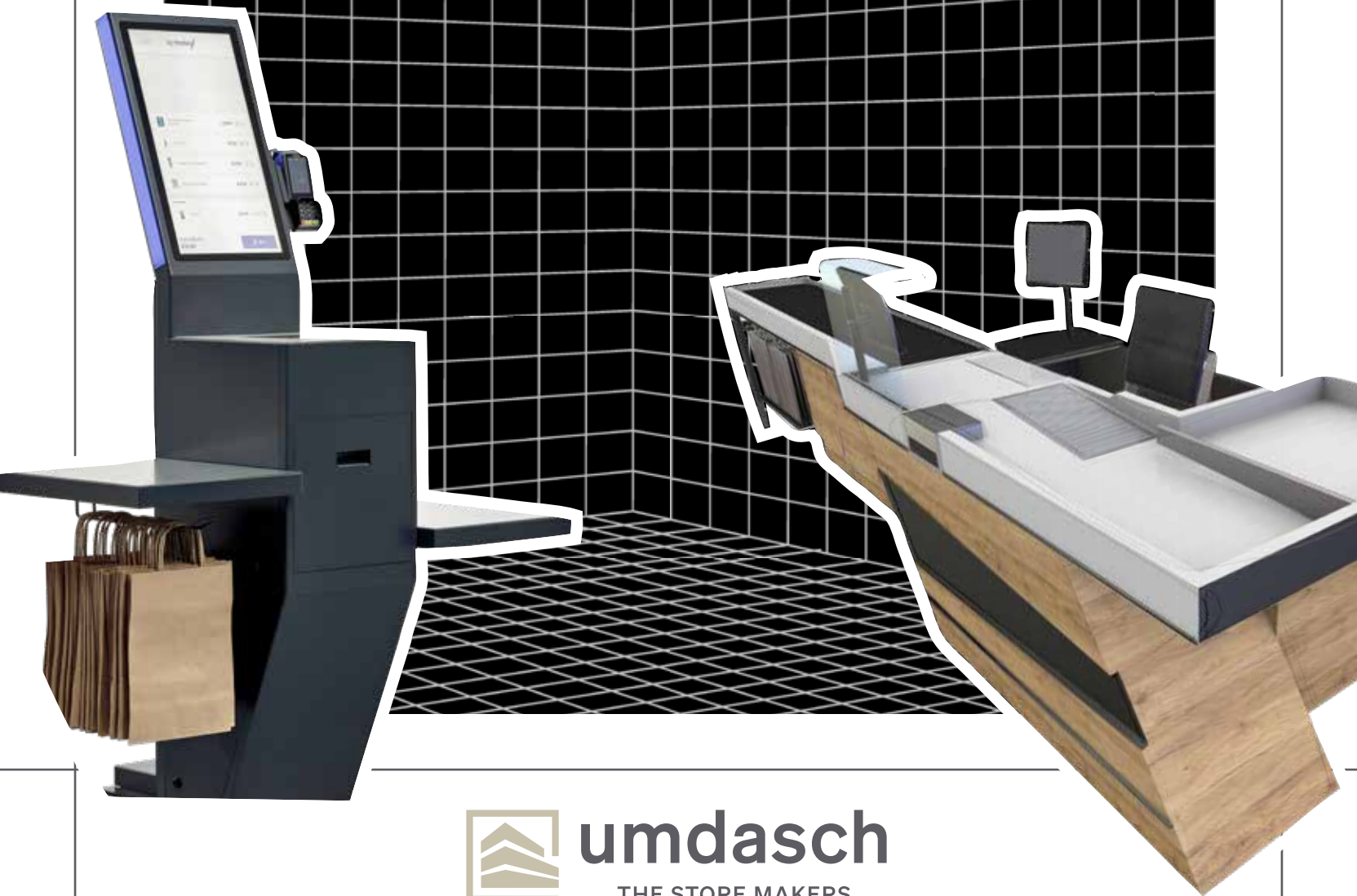


# inSites

Unlocking Insights from the World of Placemaking

No. 7

## CHECKOUT ZONE OF THE FUTURE



**umdasch**  
THE STORE MAKERS

# FIVE THESES FOR THE MODERN CHECKOUT

Today is a time of constant change. This is a challenge faced by many industries, including retail. One area that is at the centre of this is the **checkout zone**.

Innovative technologies such as advanced **self-checkout systems**, **scan & go** or **grab & go** are challenging the status quo - with the promise of simpler processes, cost savings and an improved customer experience. The seventh edition of the umdasch **inSites online format** is dedicated to the question of what trends retailers should be looking at in the checkout area right now.

It also highlights the issues that will continue to be relevant and that retailers should not lose sight of.

**THEESIS 1**  
**Classic**  
**Checkout zone**

**THEESIS 2**  
**Holistic**  
**approach**

**THEESIS 3**  
**Supplementary**  
**services**

**THEESIS 4**  
**Human contact**

**THEESIS 5**  
**Individuality**



Click on the **THESES** to go directly to the relevant section.

## THESIS 1

The traditional checkout has become obsolete. The demands of the modern consumer are now so diverse that they can no longer be met by a traditional checkout.



The digitalisation of the point of sale is progressing by leaps and bounds. With the smartphone as a digital assistant in everyday life, expectations are growing that the personal control centre can be used in the physical shopping process. Shopping should be **fast, flexible and convenient**.

On the retailer's side, too, more technology means more support for many processes and thus more flexibility. 'In ten to twenty years, technologies such as **artificial intelligence** with **automated checkout systems** could completely change today's checkout area through functioning grab & go solutions,' says Michaela Drage, Director Solution Development at umdasch The Store Makers.

However, she foresees a **transitional phase** in which the various systems will coexist to meet different needs before the classic checkout area is completely replaced.

## CONCLUSION

The development of the checkout area is currently being shaped by numerous innovations. One thing is clear: not everything can be changed immediately. An abrupt change would be too much of a shock. Above all, the interaction of the touchpoints will be a decisive factor.

## THESIS 2

**Modern checkout solutions must be part of a holistic approach and form a symbiosis of software, hardware and shopfitting.**

In today's connected world, being able to rely on **holistic solutions** is an essential added value for retailers. They improve internal processes and the shopping experience for their customers, as well as reducing costs. A holistic approach has an impact on communication at the point of sale and beyond, allowing retailers to **personalise their offer to their target audience.**



**Self-checkout systems**, such as the ecosystem developed by umdasch and shopreme, are shaping the vision of a future-proof **checkout area: one digital solution** across a range of hardware products that provides consumers with an **omnichannel experience** throughout the **customer journey** - whether as a scan & go app, self-checkout at the till, an employee app or a wide range of solutions for customer loyalty and critical in-store communication.



**matrix  
Self-checkout**



## CONCLUSION

Once everything is running smoothly within a holistic ecosystem, retailers and consumers will reap the benefits. In the long term, the key factor will be the global IT infrastructure, which will be faced with enormous amounts of data.

## THESIS 3

A holistic omnichannel strategy also includes new value-added services that need to be integrated with the physical point of sale.



‘Consumers expect the checkout process to be **fast and efficient**,’ says Michaela Drage. It is about flexibility, convenience and making things as simple as possible. In terms of a holistic approach, the solution must include all touch points, both **inside and outside the physical store**, and combine them in the best possible way.



MICHAELA DRAGE  
DIRECTOR SOLUTION DEVELOPMENT  
MULTISTORE SOLUTIONS  
UMDASCH STORE MAKERS

## CONCLUSION

Value-added services such as **click & collect**, which are being extended from the online store to the physical store as part of an omnichannel strategy, require intelligent solutions in terms of placement and in-store cross-selling. A personalised customer journey - based on user data in customer apps or anonymised shopping behaviour - can help find the right offer quickly.

Value-added services such as **click & collect** - ordering online and picking up in-store - need to be integrated into the modern store concept, ideally as part of the customer journey to encourage further **in-store purchases**. This questions not only the traditional concept of the checkout area but also the impulse shelving that accompanies it. The challenge is, therefore, to find a solution to how and where cross-selling can best take place.



## THESIS 4

Staff shortages and digitisation mean that many consumers are missing an essential aspect of shopping: human contact.



Over the next few years, a major challenge for retailers will be to cope with increasing **labour shortages**. When it comes to the shopping process, **unstaffed stores** and **self-checkout solutions**, as well as **process optimisation**, can solve this problem. Customers will be able to shop completely independently. The checkout plays an important role in the **customer's journey** through the store: it is the final touchpoint in the shopping experience - affectionately known in retail jargon as the **'goodbye zone'**. For many customers, **human interaction** is still as important here as it is throughout the entire shopping experience.

What also goes unspoken, but has a huge impact on customer loyalty, is that people want to feel **valued** in every way. In an area where personal interaction is on the decline, it is all the more important to focus on the human aspect.

## CONCLUSION

What applies to digitalisation at the point of sale also applies to human interaction: the transition will be gradual, and different solutions will coexist. It is conceivable, for example, that the number of traditional checkouts will be reduced and their operation limited to certain times of the day.

## THESIS 5

The future of the checkout will not be determined by a single solution, but will require individuality - for industries, consumers and retailers alike.

Every purchase is unique in its own way, be it the store, the basket, the customer, the retailer or even the industry. For each purchase, it is important to provide an **ideal solution for the customer journey** to create the best shopping experience for the consumer.

For example, the products purchased in a grocery store and their dimensions are **different from those in a DIY store**. Similarly, different customer journeys and payment methods need to be taken into account to ensure a **well-functioning system**. For example, Scan & Go customers who have already filled their shopping bags and completed the payment process on their mobile phones should not be held up in their natural flow of movement by queues at a stationary checkout.

Self-checkout area



FLORIAN BURGSTALLER  
CEO SHOPREME

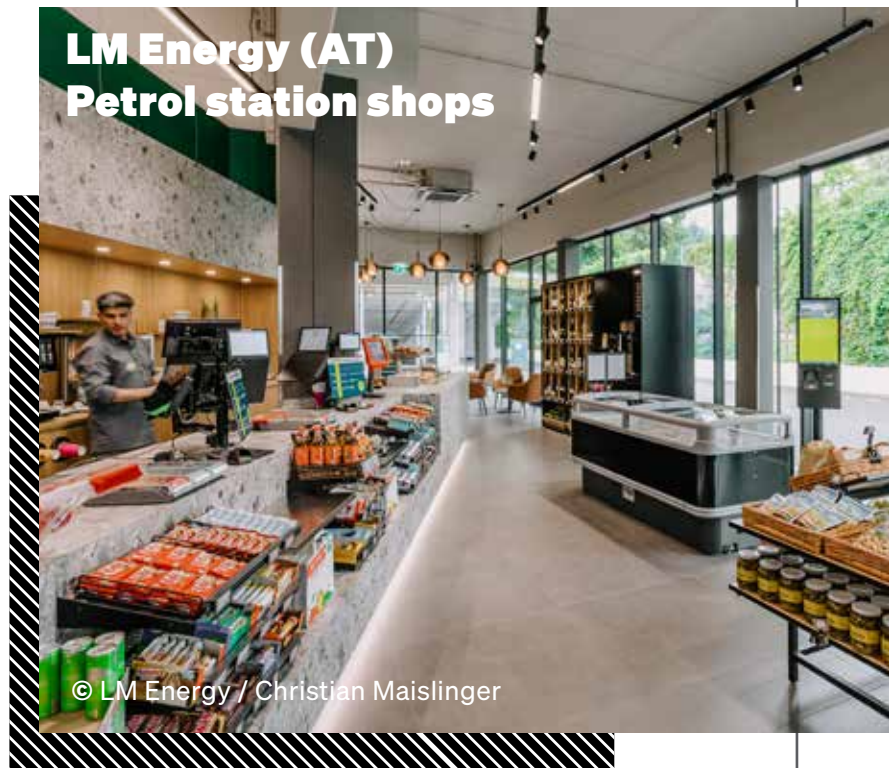
## CONCLUSION

‘There is unlikely to be a single ideal solution, as requirements vary from store to store and customer to customer,’ says Michaela Drage. A view shared by Florian Burgstaller: ‘There is no one system that solves everything because store concepts, purchases and customer baskets are so different.’

## CHECKOUT SOLUTIONS IN PRACTICE

The role of the petrol station has changed dramatically in recent decades. Individuality in the customer journey, from the product range to the payment process, has become a top priority. Austrian family business Leikermoser shows how this can work.

### LM Energy (AT) Petrol station shops



© LM Energy / Christian Maislinger

### BILLA (AT) Click & Collect furniture



Value-added services such as click & collect are already being used in many sectors, including food retailing. As a shopfitting partner, umdasch The Store Makers is supporting BILLA with the Austria-wide roll-out of new Click & Collect furniture.



## inSites in a group chat:

Florian Burgstaller, CEO, shopreme (FB)

Michaela Drage, Director Solution Development umdasch Store Makers (MD)

Hi Michaela, hi Florian, can you tell us whether the classic manned checkout will continue to exist as an area in the store in the long term? 🛒

MD

I don't think so, in the very long term. Digital solutions will replace traditional manned checkouts, but there will be a longer transition period.

FB

I agree, the traditional checkout will certainly be around for some time. However, they will only be manned at certain times of the day.

MD

Nevertheless, the human 🧑🧑 factor at the point of sale remains essential.



What are the general expectations and wishes of consumers 🧑🧑 at the checkout 💳💳?

FB

With our checkout solutions, we try to offer speed and convenience, two essential factors.



MD

Shopping should be fast, efficient, flexible and convenient. 💪



FB

Yes, and a big advantage that only digital solutions have is cost transparency. 🧐  
Consumers who shop with a budget 💶 💶 always know where they stand.

MD

Almost like an online shop. 🛒 🖥️

FB

Yes, exactly, one of the goals in bricks-and-mortar is to be as efficient as online.

What does it take to achieve that?

MD

A holistic approach that takes into account all touch points.

FB

And a solution that offers as much as possible from a single source. 👍 👍 👍

Thank you for your great expertise. 🙌 🙌 🙌  
How can I best recommend you?



MD

Just write to me at:  
[michaela.drage@umdasch.com](mailto:michaela.drage@umdasch.com) 📧

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