

# NCR CASE STUDY

## Greer's Market



## Greer's Market offers better customer service with NCR FastLane SelfServ™ Checkout

### The Challenge

Throughout its near 100 year history, Greer's Markets has made a promise to its shoppers to "enthusiastically continue to improve our team, customer service, values, community involvement, and performance." Within the walls of its 30 southern based store locations ranging from 8,000 to 40,000 square feet, the associates of Greer's Market strive to uphold that commitment amidst a sea of publicly owned competitors.

In 2011, Greer's Market took a step towards improving its customer service with the installation of self-checkout. The original deployment was unsuccessful due to hardware and software malfunctions causing lanes to be shut down for several hours at a time. Rather than shelve the idea in its entirety, Greer's Market turned to NCR and channel partner, Truno, for help.

Owner Jackie Greer said, "We knew our customers wanted it and that the time for the technology was now. It made sense and even though it didn't work the first time, we knew we had to try again."

### The Solution

NCR, together with Truno, worked with Greer's Market to deploy four self-checkout units and NCR FastLane software in October, 2014.





# Why NCR?

NCR Corporation (NYSE: NCR) is the global leader in consumer transaction technologies, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables more than 485 million transactions daily across retail, financial, travel, hospitality, telecom and technology, and small business.

NCR solutions run the everyday transactions that make your life easier. NCR is headquartered in Duluth, Georgia with approximately 29,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries.

Attendants were skeptical at first, but today they have become advocates of self-checkout. "Many of our attendants have relationships with our shoppers, and we have found that they actually are encouraging them to use the self-checkout lane rather than wait for an assisted lane to open," Jackie Greer reports. The positive feedback from attendants is one of the reasons Greer's Markets sees usage numbers of over 50% a day for its NCR FastLane SelfServ Checkout lanes.

Customer service has continued to improve, proving that self-service is better service. Jackie Greer said a customer told him she was shopping at a local competitor that offered self-checkout and she has switched to Greer's. He said, "It was a real eye-opener for me. Customers expect self-checkout." Attendants at Greer's Markets are well-trained and able to offer as much or as little assistance as the customer prefers.

Operational efficiency was another key factor in determining whether or not the NCR FastLane SelfServ Checkout launch was successful. With note and coin recycling, the stores found they could open with a much lower amount of cash and reduce the need for replenishment and cash pick-ups throughout the day. Labor scheduling was also optimized to ensure coverage and consistent service throughout the day.

## Key Solution Benefits

- Full tender capabilities and cash recycling option
- Intuitive user interface Integration with existing POS systems
- Extensive security and weight learning database
- Flexible configuration options

## Company Snapshot

**Name:** Greer's Market

**Industry:** Retail

**Stores:** 30 locations in Alabama, Florida, and Mississippi

**Employees:** 600+

**Website:** [www.Greers.com](http://www.Greers.com)

## Partner Snapshot

**Name:** Truno

Truno Retail Technology Solutions was instrumental to the installation and deployment of the self-checkout lanes in Greer's Market. Truno is the national leader in integrated technology solutions focused solely on the retail industry. With over 30 years of experience and innovation, 3,000 customer sites, unmatched customer service and a world class network of partners—Truno delivers retailers secure, stable and integrated technology solutions enabling them to navigate through an environment of ever-changing regulation, competition and technology. Greer's Market currently receives Tier I, II, and III hardware and software support from Truno.

**TRUNO**  
retail technology solutions

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