



# JC'S SUPERMARKET CASE STUDY

## KEY HIGHLIGHTS

### Industry/Market:

Retail

### Challenge:

The company works to ensure they are meeting their customer's expectations while remaining relevant in an increasingly competitive market.

### Solution:

- Partnered with CBE and NCR to transform their front-end
- Installed NCR FastLane SelfServ™ Checkout lanes

### Results:

After the installation, JC's Supermarkets increased efficiency and enhanced customer service.

## THE CHALLENGE

Since 1977, JC's Supermarket, has prided itself on being Ireland's largest "truly" independent retailer. Now on its fourth generation of ownership, the company works to ensure they are meeting their customer's expectations while remaining relevant in an increasingly competitive market. Within their 25,000 square foot location, they have installed 21 checkouts, including four self-checkouts for added customer convenience.



"I've always felt that our biggest challenge in today's market was catching the next generation of customers while also not alienating our current set."

– Michael Savage,  
Managing Director, JC's Supermarkets

## THE SOLUTION

JC's Supermarkets partnered with CBE and NCR to transform their front-end. Four NCR FastLane SelfServ™ Checkout lanes were installed giving shoppers a sense of flexibility by being able to choose assisted lanes vs. self-service.

Managing Director, Michael Savage described the transformation of his location, "We've changed with the times and we felt that self-checkouts were one of those changes that really enhanced the business here at JC's. The addition really illustrated and showed directly to our customers that we are able to adopt new technologies and particularly ones that are of use to them." After the installation, JC's Supermarkets increased efficiency and enhanced customer service. They have seen such high usage that they are planning on installing two more lanes later this year.

For JC's Supermarkets, meeting customer expectations and remaining relevant in today's market is key. With NCR and CBE, JC's Supermarkets feels that they have been successful in meeting that goal.

## KEY SOLUTION BENEFITS

- Flexible configuration options
- Seamless POS integration
- Customizable branding options
- Extensive security
- Full range of tender options
- Intuitive user interface

### COMPANY SNAPSHOT

**Name:** JC's Supermarkets

**Industry:** Retail

**Website:** [jcsupermarket.ie](http://jcsupermarket.ie)

**Stores:** Largest independent grocer in Ireland, 1 location in Swords



### PARTNER SNAPSHOT

**Name:** CBE

**Industry:** Retail

**Website:** [cbe.ie](http://cbe.ie)



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