THE POWER OF CASHIER TRAINING

Scanning best practices and techniques

An NCR white paper

Benefits of scanner cashier training

If you asked most cashiers in a high volume environment like a grocery store or mass merchant, you might conclude that little or no time has been spent on training cashiers how to properly scan items.

The investment in cashier training is typically focused on operating the point-of-sale terminal (register), while the scanner is overlooked. The common perception is that the scanner is intuitive—a cashier passes a product in front of the scanner, the scanner beeps, and the item is successfully scanned.

Unfortunately this is a missed training opportunity which can have a negative impact on your retail operation and on the shopper experience. Bi-optic scanners commonly used in grocery stores, mass merchandise, and other high volume retailers include features and functions that can improve cashier performance, can help reduce the potential for cumulative trauma disorders (CTD) and ultimately enhance the experience for both the cashier and the shopper.

Key benefits of scanner cashier training

- Helps reduce cashier strain and injury
- Speeds up the checkout
- Improves the checkout experience for both the cashier and the shopper

Benefits of scanner cashier training

In the early 1990s, the US supermarket industry saw a rise in cashier CTDs and carpal tunnel syndrome cases which resulted in higher insurance costs, lost productivity, and sometimes chronic pain or injury to the cashier.

NCR and Ohio State University conducted a joint research study to better understand these CTD and carpal tunnel injuries, and to aid in the design of a new bi-optic scanner that would increase throughput at checkout and help reduce cashier injuries.

Prior to the introduction of bi-optic scanner technology, cashiers used a single window scanner which required them to orient the product's bar code precisely to ensure a proper scan. Often the cashier had to lift the product to scan the bar code, resulting in wrist acceleration and flexion/extension and thus potential discomfort.

NCR's development of the bi-optic scanner and a successful cashier training method reduced the need for the cashier to orient the product. To help reduce cashier injuries, NCR developed the "power slide" technique which instructed cashiers to slide the product across the top plate of the scanner instead of lifting it to orient the product.

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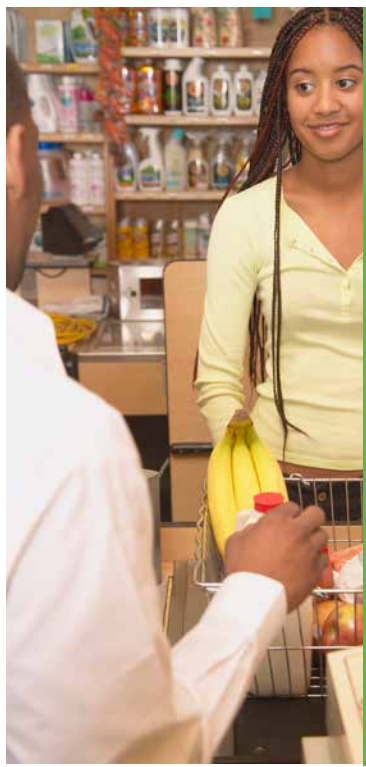


The bi-optic scanner has the ability to automatically locate and read bar codes, making it faster and easier for the cashiers to use and eliminates the need for product orientation. Testing confirmed that a taller scanner vertical window was a major improvement because it creates a larger scan zone, resulting in less product orientation by the cashier which further simplifies usability. Training cashiers on the proper scanning technique is essential in maximizing checkout productivity.

A smooth, simple power slide motion is more efficient than a cashier looking for the bar code and trying to orient it to scan properly. While speed is a critical part of performance, it is not the only component. Accuracy plays an important role in measuring productivity and in customer satisfaction. First pass read rate is a key metric when assessing performance.

Cashiers who use smooth, steady scanning motions are more likely to have a higher first pass read rate, resulting in increased overall productivity and a faster checkout experience for the customers. Cashiers who are properly trained to use the scanner are more comfortable and productive while working. A happy cashier will interact more positively with shoppers, ultimately making the checkout experience better for both cashier and the shopper.

What every effective cashier should know

Power Slide

Extend your hand out as if you are shaking hands with the product.

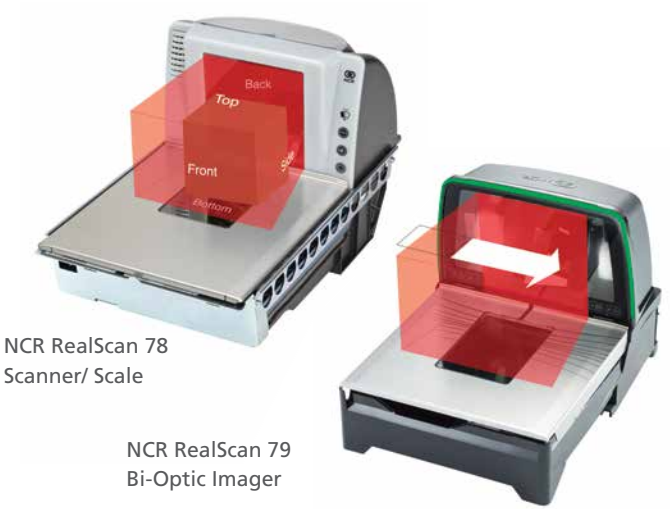
Cup the product with the palm of your hand and slide it towards the scanner. About mid-way across the scanner window, let the product go and pass it to your other hand. **It's that simple.**

If the product passes across the scanner window to the other hand without beeping, then simply bring it back into the scan zone while making a quarter turn with the product. Since NCR scanners read on all six sides of most products, this method should result in a successful scan.

Here's a tip for training:

Try to blindfold cashiers while they are training with the scanner. This way they intuitively learn that the scanner really will read most bar codes on the first attempt, as long as correct techniques and posture are used.

What every effective cashier should know



NCR RealScan 78
Scanner/ Scale

NCR RealScan 79
Bi-Optic Imager

Why does size matter?

The height of the vertical window correlates directly to the size of the total scan zone or the physical dimensions (width x length x height) that a bar code can be read as it passes by the scanner.

Scan Volume

NCR bi-optic scanners can read six sides of a product, including the top and the side of the item facing the cashier. NCR offers large scan zones, while others provide smaller, more compact scan zones. Understanding the specifics of a scanner's scan volume can significantly impact cashier performance. The larger the scan zone, the larger the 'target' area for reading bar codes, resulting in increased speed and accuracy. The size of the scan zone is a function of the height of the scanner's vertical window – the taller the window, the larger the scan zone.

NCR bi-optic scanners offer the largest scan zone in the industry. This enables the cashier to move the product through the scan zone more quickly and/ or reduces the likelihood of the product not being read on the first-pass. The cashier is also able to maintain eye-contact with the customer while a smaller scan zone may negatively impact the interaction with the customer.

NCR scanning technology, whether laser or imaging based, boasts the largest scan volume in their class.

What every effective cashier should know

Small changes make a big impact

Performance is such an important factor because even very small differences can have a huge impact on customer service and throughput at the front end checkout. Factors such as speed, accuracy, pacing and cashier training all affect performance.

Speed

Customers want shopping to be fast, easy, and convenient and this includes the checkout experience. Something as small as 0.1 second per item on a 20 item average transaction can save you two seconds per transaction. If you calculate this savings across your entire front end, experiencing 10,000 transactions per week, you could save over 288 hours per year. Depending on the investment cost of the scanner, the return on investment (ROI) can be very appealing.

Speed + Pacing + Accuracy = Performance

0.1 seconds per item
X **20 items**
2 seconds savings per transaction
X **10,000 transactions per week**
333 minutes per week or 5.5 labor hours
X **52 weeks**
288.8 hours per year
X **$10.00 per hour**

= $2,888.00 per year per store

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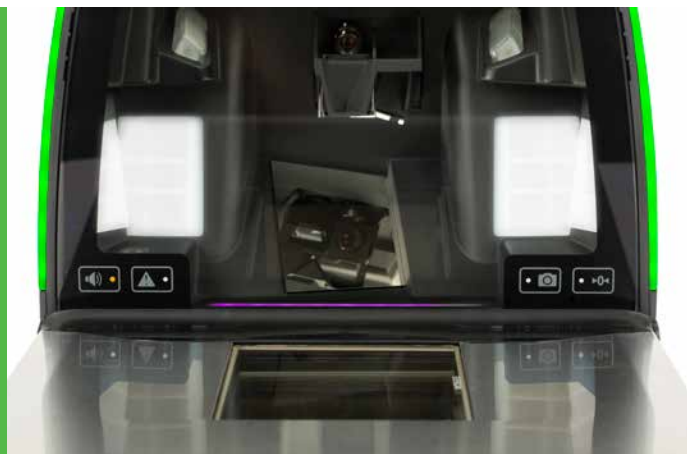

Pacing

Cashiers are often measured on their performance by how many items they scan per minute. NCR offers the first ever visual pacing system on the scanner. The NCR **'PowerBar'** is designed to help cashiers monitor their performance.

The term "gamification" has been used to describe this pacing feature with the goal of making it more engaging for cashiers. The visual feedback of the **'PowerBar'** reinforces cashier training by providing instantaneous feedback as the power bar lights up the faster they scan items.

Accuracy

NCR PACESETTER™ technology increases a cashier's first pass read rate. Not only does this technology save time and prevent the need to re-scan a product, it also eliminates customer concern that a product may have been scanned twice. This technology is also able to reconstruct bar codes that have been damaged or are poor quality, increases the first pass read rate and eliminates the need for the cashier to manually enter the bar code number.

The results speak for themselves

Trained:

- Less fatigue using the “power slide” to slide items across scanner versus lifting items
- Less product orientation increases the speed of checkout and reduces potential for strain or injury
- Improved first pass read rate with proper scanning technique
- Increase interaction with the customer at the checkout

Untrained:

- Inefficient – orientating or finding bar code to scan. Having to lift, tip or flip product to the top or bottom scanner windows takes more time
- Potential for muscular fatigue or other soft-tissue stress, due to lifting items and manipulating products
- Does not use entire scan volume – cashier is unaware of the scan zone and where the scanner can read the bar code.

Conclusion

The investment in proper scanning techniques and training is minimal in terms of time and effort, but the benefits can have a significant impact on your bottom line. Satisfied and productive cashiers result in happy shoppers who keep coming back for more.

NCR offers a broad portfolio of bi-optic scanners, ranging from laser to hybrid and the latest all-imaging technology. With features that increase cashier performance, improve first pass read rate, and enable managers to monitor and measure front end productivity, NCR has the right scanner to help you create an exceptional checkout experience for both your cashiers and your customers. Remember these small changes make a large impact in cashier training.

Power Slide: This simple move helps train cashier the correct and most efficient way to slide a product across the scanner. As NCR scanners read on all six sides of products, this method should result in a successful scan the first pass.

Scan Volume: Cashiers need to understand the specifics of a scanner's scan volume as it can significantly impact their performance. The larger the scan zone or scan volume, the larger the 'target' area for reading bar codes, resulting in increased speed and accuracy.

Reduce Item Orientation by making sure the correct techniques and postures are used while scanning products across the scanner (i.e., Power Slide).

Accuracy NCR PACESETTER™ technology increases a cashier's first pass read rate. Not only does this technology save time and prevent the need to re-scan a product, it also eliminates customer concern that a product may have been scanned twice.

Pacing: NCR offers the first ever visual pacing system on the scanner to help cashiers pace how many items they scan per transaction.

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.

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