

NCR CASE STUDY

Ferreira Foodtown



Ferreira Foodtown installs NCR FastLane SelfServ™ checkout in metropolitan footprint

The Challenge

Since 1975, Ferreira Foodtown has prided itself on providing its shoppers superior customer service and convenience. With five stores currently operating in the neighborhoods surrounding New York City, Ferreira Foodtown caters to shoppers from diverse cultural backgrounds, as well as those shoppers on a fixed income and those interested in organic purchases.

Ferreira Foodtown wanted to serve more shoppers while still delivering the service its customers had come to expect. The store footprint was small and cashiers battled high foot traffic during peak operating hours. Ferreira Foodtown owner, Jason Ferreira said, "When the store across the street from our largest location closed its doors, we saw an increase in sales immediately. We knew the time to act was now."

The Solution

Ferreira Foodtown partnered with NCR to do what was considered nearly impossible, install four self-checkout lanes into a 14,000 square foot location. Two cashier lanes were removed to create space for the four self-checkout lanes.

Thanks to self-checkout, Ferreira Foodtown increased operational efficiency and improved service. Jason Ferreira explained, "I used to stay open until 10pm, but we've been able to extend hours until midnight since one attendant can manage multiple self-checkout lanes." Self-checkout also provided unexpected benefits in the early morning hours.



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 550 million transactions daily across retail, financial, travel, hospitality, telecom and technology, and small business.

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Sometimes cashiers are delayed due to traffic or weather conditions, but self-checkout is ready and waiting for those early morning shoppers. The extended hours help Ferreira Foodtown drive more revenue and offer more convenience to its customers while controlling operational costs.

Customer service has also been enhanced with the NCR FastLane SelfServ Checkout. The two busiest days of the week for Ferreira Foodtown are the 'Senior Discount' days. There was concern at the start of the pilot that older customers may not be receptive to using self-checkout. However, quite the opposite has happened, thanks in part to Ferreira Foodtown's attendants who did an outstanding job introducing customers to the new technology. "The technology was familiar to our shoppers so many of them did not have any trouble at all," Jason Ferreira said. Attendants now have more time to assist those shoppers requesting more assistance while others can scan, bag, and go quickly and conveniently.

The NCR installation has been so successful that Ferreira Foodtown is planning to expand to additional stores. Some would say it couldn't be done in a small urban footprint, but Ferreira Foodtown has proven that to be incorrect.

Key Solution Benefits

- Intuitive user interface
- Integration with existing POS systems
- Extensive security and weight learning database
- Flexible configuration options

Company Snapshot

Name: Ferreira Foodtown

Industry: Retail

Stores: 5 locations surrounding New York City

Employees: 600+

Website: FerreiraFoodtown.com

Partner Snapshot

Name: Acme

Acme Retail Systems was instrumental to the installation and deployment of the self-checkout lanes in Ferreira Foodtown. Acme focuses on customer support and delivery. They offer full installation service & repair, system updates, and training on multiple POS platforms running on NCR hardware. Ferreira Foodtown currently received Level 1 hardware and software support from Acme.

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