

Pioneering shopping experience with "Subito"

In supermarkets operated by Swiss retailer Migros, customers can independently scan products themselves, pack their goods and pay conveniently thanks to two systems Subito Self-Scanning (for larger purchases) and Subito Self-Checkout (for smaller purchases).

Migros is the largest retail company in Switzerland. The retail group operates a variety of supermarkets and shopping centres in all Swiss cantons and in neighbouring countries. In recent years, the Migros group has introduced the "Subito" self-scanning system to more than 70 stores. And by the end of 2013, 90 branches will be using Subito.

The supplier of the Motorola components for this future-oriented system is OBRECHT Technologie AG, which is based in Spreitenbach. This long-standing company is one of the leading technology enterprises in Switzerland and, as an integration partner, ensures the

correct installation and maintenance of Subito in cooperation with ITRIS Maintenance AG.

Smooth integration

When you enter the store at Bern railway station and observe the bustle of shoppers, you could quickly gain the impression that the "Subito Self-Checkout" has always been here. The customers use Subito Self-Checkout in great numbers and very much as a matter of course. But Subito was actually introduced to this centrally-located outlet in January 2013. "We adapted our staff planning on the opening days to allow several of our employees to guide Subito customers,

showing the customers the benefits Subito offers them", said store manager Stefan Fiechter. "This effort has paid off: particularly at peak-frequency times, such as in the evening or at the weekend, we can avoid major delays in paying thanks to Subito even with high volumes of customers.

Subito Self-Scanning System

To be able to use the new self-scanning solution, customers need a Migros customer card ("Cummulus Card") with which they identify themselves at the central scanner issuing point in the entrance area before shopping. The next available scanner is then automatically



shown. The MC17 portable self-service terminals by Motorola Solutions are stored and simultaneously charged at the scanner issuing point. The customer picks up a scanner and starts shopping as usual. On their way through the supermarket the customer chooses products, scans their barcodes with the MC17 and places the items directly in their shopping bag. The scales print out a barcode for products that need to be weighed, such as fruit or vegetables. For articles with a unit price, such as lemons, there are barcodes on the shelves, which are then scanned. Customers can use the scanner buttons to enter the number of articles. The plus and minus buttons also allow items to be deleted when they are put back on the shelf. In the exit area, the customer returns the scanner and pays for their purchases in a cashless process at the pay station. As customers scan their purchases while shopping with this method and then puts them directly into their personal shopping bag, there is no need

for time-consuming removal of the articles at the checkout in order to put them on the conveyor. This results in significant time savings in the checkout area.

Subito Self-Checkout System

Any customer can use the self-checkout system - even without a customer card. They shop in the usual way and put their purchases in their shopping cart. In the exit area, they then proceed to the "self-checkout" stations. The green lamps show the customer which stations are free and operational. Then they swipe their purchases over a scanner. When the item is identified, you hear a short beep for confirmation, and the article is displayed on the screen. A mobile scanner is available for large and

Ingram Micro Data Capture/POS articles, or the customer deciding not to purchase, are not a problem. Some products without barcodes, such as small loaves, fruits or pastries are entered by pressing icon buttons on the screen. Payment is

cashless with the usual payment and credit cards. With both variants, the customer can also scan discount coupons or shopping vouchers at the same time. The amount is then immediately credited and stated on the receipt. Both systems also allow customers to earn and redeem loyalty points with their Cumulus customer card.

Like other retailers, Migros has also determined the theft rate has not increased in branches with Subito systems. However, since there are no checks in the checkout area, Migros conducts regular spot checks.

MC17 - the new shopping companion

At the core of these self-scanning systems is the MC17 portable self-service terminal by Motorola Solutions. The intuitive user interface with six keys can be operated intuitively by first-time users of any age; and is very handy thanks to its ergonomic design. The shopping companion has a large, easy to read colour display, a high-capacity battery and wireless mobility. The rugged device allows for reliable data collection by a powerful, integrated barcode scanner.

Featuring Windows CE 5.0 Professional, Internet Explorer 6.0 and the powerful Symbol Pocket Browser, the MC17 allows programmers to quickly and easily develop, deploy and integrate customised applications. The web-based CE.NET server software supports standardised development processes and seamless integration with today's and tomorrow's POS systems.

Accelerating the checkout process

At peak times in particular, self-





After the customer has scanned the product, the article is displayed on the colour display of the Motorola Solutions MC17.

scanning systems significantly accelerate the payment process. And customers appreciate this: the ability to avoid queues and fast handling of the payment process demonstrably boost customer loyalty and thus customer satisfaction. Conversely, the workload - especially at peak times- is shifted off the employees who can be deployed more efficiently and in a more easily plannable way in customer service to enhance the quality of service on the sales floor. According to Migros, the introduction of the self-scanning systems does not mean staff reductions, because trained staff are also necessary for the new methods.

The introduction of Subito in more than 70 Migros stores to date can be viewed as a success: All outlets have opened on time and with full functionality thus far. Within a few weeks, the stores already achieved a Subito utilisation rate of 15 to 20 percent. "This is something that other self-service systems abroad can only dream of", says Reto Nüesch Erismann, the project manager within the Migros cooperative, proudly.

Location and staff

When it comes to the question of which Subito system is best suited for a branch, objective criteria are

of central importance. It is not enough to simply consider the size of a branch. Other key data, such as customer groups or the average size of purchases, are also adopted into the decision-making process, so that ultimately sufficient numbers of the right system are selected for the right branch.

In addition to choosing the right location for Subito deployment, it is equally important for the success of the store that the staff can identify with Subito. It has been shown that Subito has been very successful where employees are happy to collaborate in designing the new sales scenario and proactively approach the customers.

"We carried out informational evenings and were thus able to abate many fears and concerns about our staff's jobs", explains Stefach Fiechter. He is now convinced that the cashiers' work has become more interesting and versatile all told thanks to Subito: While previously more employees were assigned to the cash desks, taking care of customers at the Subito stations takes up some time today; besides this, certain store operations have been changed by Subito and now also require more staff.

Standardisation versus autonomy

Subito is being rolled out in Switzerland on the basis of a standardised concept, thus facilitating customer orientation in any Migros Subito branch. But specific requirements are taken into account, for example, the self-scanning system is currently being extended to include a module that is suitable for branches with limited space.

For additional information please contact your local Ingram Micro Data Capture/POS sales office. Contact details on page 23 or visit our website

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