

# Convenient Customer Shopping Experiences with Mobile Self-Scanning



Grow your retail business by enhancing the shopping experience. Empower your consumers and equip them with the right tools to carry out their in-store shopping journeys conveniently and efficiently. By innovating your stores with Vynamic Personal Shopper self-scanning solutions, you take personalization of in-store shopping experiences to a whole new level of connected commerce. Vynamic Personal Shopper reinvents shopping journeys and enhances the consumer experience, empowering consumers with more choice while shopping in a “store-for-one.”

## **PERSONALIZE THE SHOPPING EXPERIENCE**

Through Vynamic Personal Shopper, consumers receive real-time information about products, ingredients, shelf locations, prices, promotions and recommendations while shopping. This information is conveniently displayed on a dedicated handheld scanner or on the consumer’s smartphone (called “bring your own device” or BYOD). Consumers receive instant notifications about promotions for items they have just added to their basket, boosting additional sales. Moreover, they get personalized recommendations for additional purchases, for example, a wine that goes well with the meat they just added to their basket.

## **DRIVE IN-STORE EFFICIENCIES**

Vynamic Personal Shopper enables convenient “scan-bag-go” journeys in which consumers start bagging their items while shopping. This saves time at checkout and allows them to optimize the unpacking process later at home. As a retailer, you can expedite the check-out process and increase store efficiency levels, requiring less staff time and reducing overall queuing time. Moreover, self-scanning allows retailers to roll-out smart cross-sell and upsell campaigns, introduce personalized pricing and collect valuable real-time insights about consumer behavior. In addition, it facilitates staff-related tasks like stock taking, queue busting and more.

## **BOOST REVENUE**

Vynamic Personal Shopper is not only beneficial to the consumer, it also improves bottom-line results for retailers. Consumers instantly see the actual value of the items tallied up as they fill their shopping basket, allowing them to buy additional items up to the level of their budget. In addition, instant promotions and relevant recommendations will more easily persuade shoppers to add more, and/or different items to their basket than they had originally planned. Industry analysts expect retailers to see an increase in average basket value of approximately 10% through scan-and-go technology.

**HIGHLIGHTS**

**Business Benefits**

- Increase consumer spending from uplift in basket size of approximately 10%.
- Boost consumer experience and improve loyalty by enabling a personalized “store-for-one.”
- Innovate and transform retail stores by enabling new “scan & go” consumer journeys.
- Optimize security and minimize shrinkage thanks to smart, configurable rescan algorithms.
- Allow consumers to use professional scanning devices as well as their smartphone (BYOD).
- Enable expansion globally with Personal Shopping as-a-Service.

**Technical Benefits**

- Easily integrates with your existing loyalty, e-commerce and POS systems.
- Allows for both anonymous and known/returning consumers.
- Runs on dedicated scanning devices from Zebra Technologies and DataLogic, as well as on Android and iOS smartphones.
- Supports full and partial re-scans on a store-by-store basis, with tailor-made algorithms based on variables like consumer behavior, historical data, basket value, etc.

**VYNAMIC RETAIL SOFTWARE SUITE**

With over 40 years of experience in retail, Diebold Nixdorf provides a set of comprehensive solutions to accommodate the needs of global retailers, both today and going forward. With the Vynamic Retail Software Suite, we offer a service-oriented software solution that seamlessly supports the entire omnichannel retail flow, including POS transactions, self-service checkouts, mobile consumer apps, payment processing, order management, merchandise management, customer engagement and customer loyalty.

The Vynamic Retail Software Suite is designed on modular principles and can be integrated—fully or partially—into existing retail infrastructures to support consumer touchpoints in multivendor environments. As a result, this software suite is successfully serving customers like Ikea, Tesco, s.Oliver, Uniql, Kiabi and other leading global retail organizations.

Diebold Nixdorf also provides a complete portfolio of hardware solutions, including POS systems, cash-management and selfscanning devices and reverse-vending solutions, as well as an experienced service staff in more than 100 countries to support retailers in their business operations 24/7.

**WHAT IS DN VYNAMIC?**

DN Vynamic is the first end-to-end connected commerce software portfolio in the marketplace. Traversing mobile, ATM, POS, branch, kiosk, and online, DN Vynamic is a system of consumer engagement powered by data and analytics and is cloud/SAAS ready when you are. Built to enable the connectivity businesses of the future require, DN Vynamic extends beyond omnichannel to enable banks and retailers to create seamless, secure, personal connections across the digital and physical channels of today and tomorrow.

