




Tomorrow belongs to the young-minded

FUJITSU

shaping tomorrow with you

A group of five people (three women and two men) are shown from the chest up, blowing colorful confetti towards the camera. They are all wearing sunglasses and casual summer attire. The background is a soft-focus outdoor setting. The image is overlaid with a semi-transparent white filter.

Planning For Success – Only the Best Staffing

Staffing – Only the Best!



- A great shopping experience is always complimented by great staffing.
- Self Service Solutions are a significant investment, thus your staff should echo that investment.
- Implementing a SIDE program to coincide with the debut of Self Service is always a Win-Win.
 - Show awareness
 - Inspire Confidence
 - Demonstrate Skill
 - Exhibit Knowledge

Staffing – Only the Best!



- **Fun and Exciting:** Your U-Scan Attendant should exhibit knowledge and show awareness, while demonstrating skills that inspire confidence in the Consumer's participation, thus making Self-Checkout fun, exciting, and easy to use.
- **Feel Special:** The consumer needs to feel special, they need to be addressed and they need to be genuinely thanked for their participation in the new program. Your U-Scan Attendant can and should do this routinely and often.

Staffing – Only the Best!



- **Spot the Attendant:** During the initial introduction phases, consider implementing a uniform change for the staff selected to be the U-Scan Attendants. Perhaps a special style apron that can be passed from one staff member to the next as the shifts change.
- **Enthusiasm:** No matter how the solution is defined, store management can build the enthusiasm among the staff member that it is a privilege and honor to wear the U-Scan Attendant uniform.

Staffing – Only the Best!



- **Gracious Goodbyes:** Last but not least, your U-Scan Attendant must always try to acknowledge every Consumer as they successfully exit... saying something like “Thank You for using Self-Checkout today!”
 - Everyone likes to be Thanked
 - Positive reinforcement for using Self Check-out
 - Acknowledges a “one-on-one” checkout experience even though it is now a “many-to-one” experience.

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Planning For Success – Total Staff Awareness

Total Staff Awareness



- As U-Scan comes online, it is imperative that every staff member, no matter the position held, is informed and educated on the Self-Checkout solution.
 - If your store management team believes in the solution, then so shall the store staff members.
 - As part of the total store acclimation, several areas should be discussed, as well as a basic familiarity with the associated resolution process should also be socialized.

- Generally speaking, those awareness areas include:
 - Item File Integrity
 - Price Discrepancies
 - Make the Excitement (Marketing / Public Relations)
 - On Call Support Staff





- **Not On Files:** Review of the items file should be performed
 - A NOF (not on file) item can cause great disruption at a Self-Checkout during a customer transaction
 - Your U-Scan Attendant, whom is tasked to manage several U-Scan lanes must now concentrate on a resolution process at one stations, while still attempting to keep a watchful eye on the others.
 - Resolution will require a manual key entry
 - There may be more inventory in the store which will cause a repeatable opportunity if not tended to and resolved immediately.

Total Staff Awareness: Price Discrepancies / Signage

- **Price Discrepancies:** Similar to the NOF opportunity, should the consumer ever challenge a price of any item, then the resolution process can be elongated and repeated, if there is additional inventory in the store.
 - Care should be taken to make sure that every item in the store is clearly marked / tagged / signed.
 - Care should be taken to make sure that all retails within the PLU file do indeed match the shelf edge labeling.



Total Staff Awareness: Make the Excitement



- **Make the Excitement:** As staff members throughout the store encounter the consumers, they should be positive and complimentary about the new Checkout Experience!
 - If the staff members think that Self-Checkout is fun and exciting, then that same enthusiasm will most certainly infect the Consumers as well.
 - The skeptical should be encouraged to give it a chance and as such, do not speak negatively of the solution.

Total Staff Awareness: Support

- **Supporting the Solution:** Prior to opening the new U-Scan lanes to your consumers ensure your staff is aware of the support procedures for U-Scan
 - Documented procedures / telephone numbers
 - How to training
 - What to expect scenarios



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Planning For Success – Consumer Training



- **Consumer Acclimation:** While the overall operation of U-Scan is very intuitive and easy to understand, sometimes it is the smallest of details that might annoy a great consumer.
- Most successful Retailers using U-Scan have spent time acclimating their consumer base to the new solution set.

■ Consumer training areas include:

- Security scale
- Who's in control
- Signage
- Clear messaging





- **Security Scale:** The every day consumer knows about Self-Checkout and how it works in a fundamental way. What some consumers don't know is that each scanned item(s) is weighed (in some fashion) for security purposes, as it is placed in the bag.
 - Don't try to hide this feature, but embrace it and educate the consumer on how it works.
 - Show the consumer the security scale and remind them how it works, and why not to place purses or key chains on it.
 - Properly deployed U-Scan software will auto-correct after a consumer makes a wrong move and then attempts to remedy.

Consumer Training: Who's In Control?



- **Family Shopping:** Often consumers will be found to shop in a family setting, but keep in mind that Self-Checkout is best operated by only one person in control.
 - Splitting of duties or taking turns while scanning will only slow the process and generate unnecessary error conditions.
 - Using an automobile analogy... there can only be one driver behind the wheel at any given time.

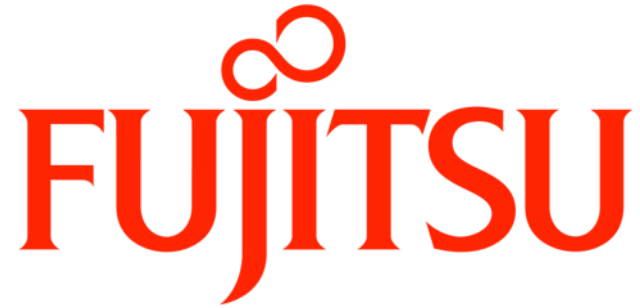


- **Signage:** The golden rule is to never allow a consumer to guess the answer. With proper signage, the consumer can always know where to go, what to do, how to do it, and what not to do.
 - The consumer should always know whether or not a Self-Checkout lane is open and when it is available
 - Proper signage in the entry area announcing what to expect in a 1-2-3 fashion is always good for the consumer
 - Corporately sponsored signage is usually best
 - In-store created signage should be discouraged
 - Caution should be taken not to over-sign the general area

Consumer Training: Clear Messages

- **Clear Message:** As mentioned before, when communicating with the consumer, it should always be done in a quick, 1-2-3 fashion
 - If it takes 10 steps to communicate an idea, or thought, then the success rate will surely decrease.



The logo features a red infinity symbol positioned above the word "FUJITSU". The word "FUJITSU" is rendered in a bold, red, serif typeface. The letter "J" is notably stylized, with a long, sweeping tail that curves downwards and to the left.

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