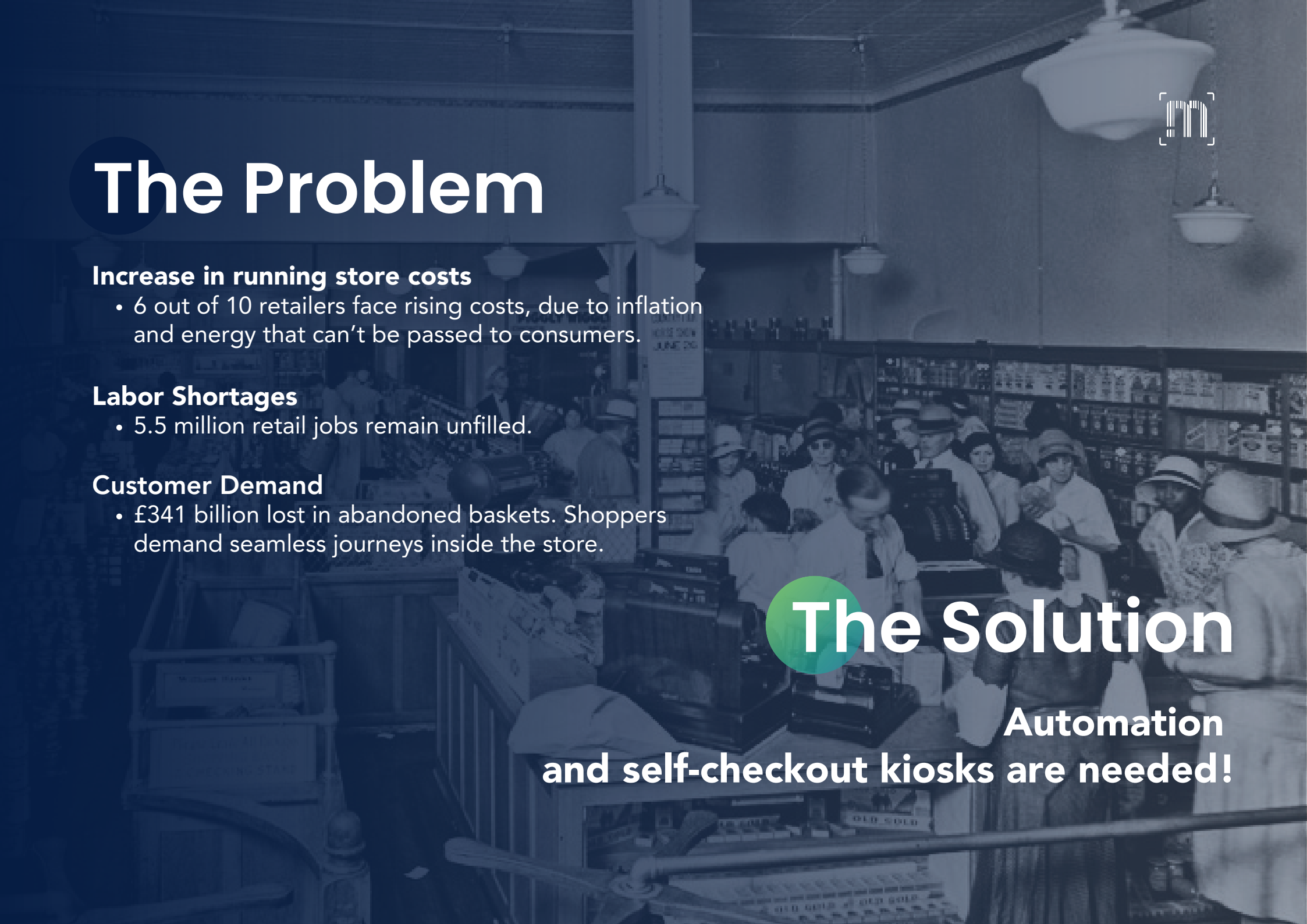


Self Checkout Kiosk: A Buyer's Guide

MISHIPAY

Scale your POS, Perfect your Checkout



The Problem

Increase in running store costs

- 6 out of 10 retailers face rising costs, due to inflation and energy that can't be passed to consumers.

Labor Shortages

- 5.5 million retail jobs remain unfilled.

Customer Demand

- £341 billion lost in abandoned baskets. Shoppers demand seamless journeys inside the store.

The Solution

Automation and self-checkout kiosks are needed!

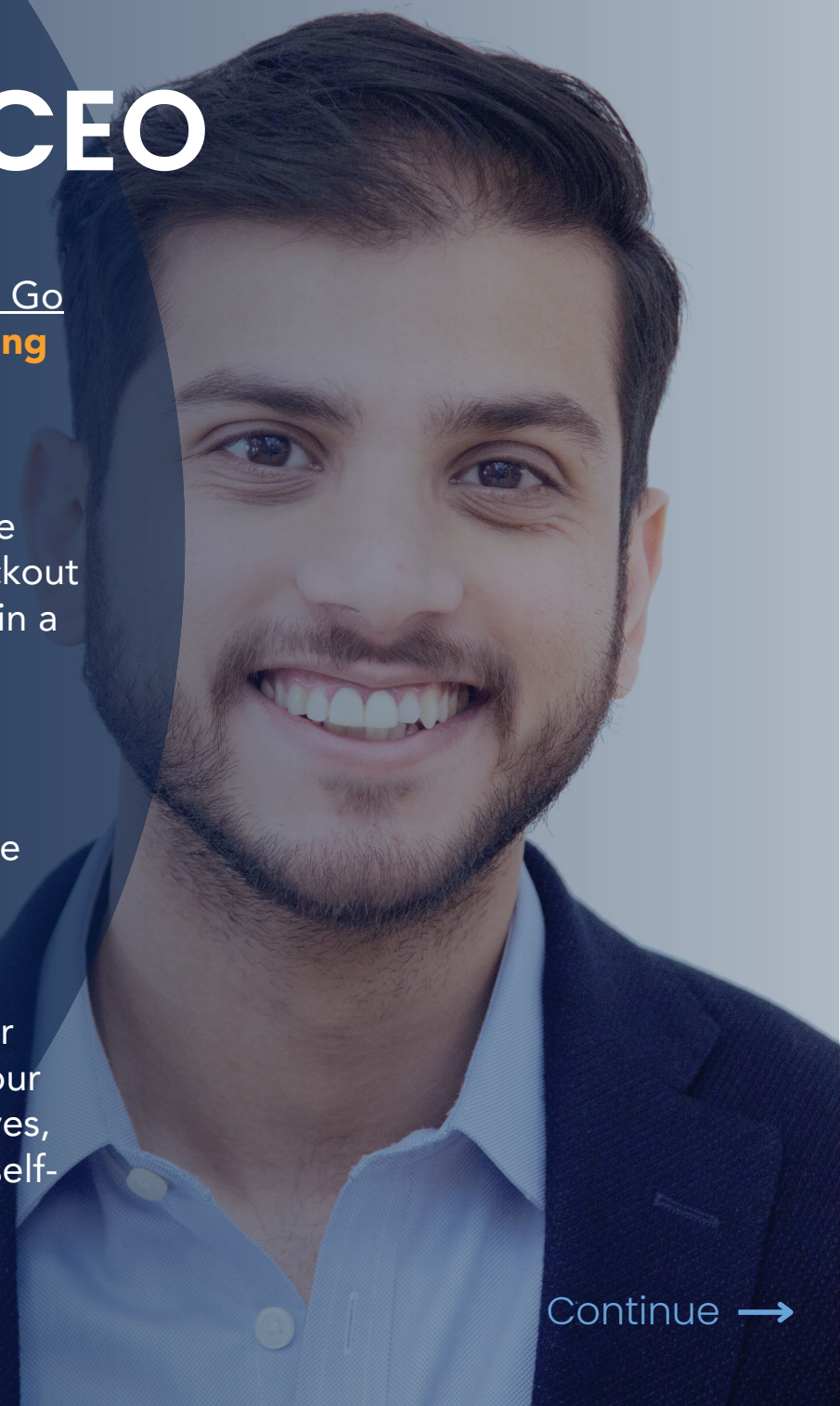
Message from the CEO

In 2020 we published our first Buyers Guide focusing on Scan & Go technology. Today we publish our **second Buyers Guide focusing on self-checkout kiosks**.

Retail CEOs, CIOs and Retail Ops Leads can use this guide to advise their businesses on how to navigate through market hype and make informed decisions when choosing the right self-checkout kiosk technology to support unified retail commerce execution in a disruptive and unpredictable digital business environment.

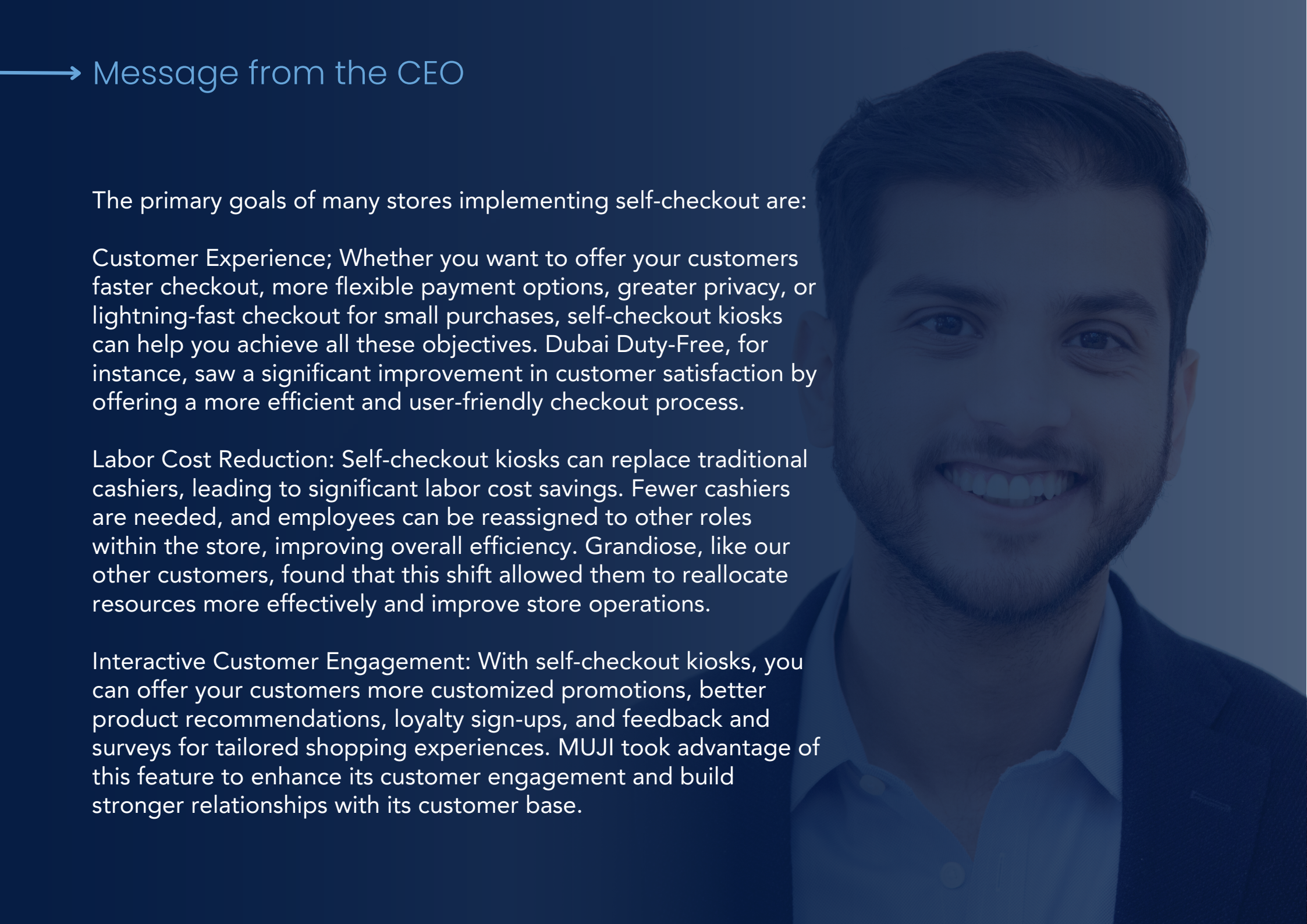
My aim to help you navigate across different variables when choosing your SCO provider, such as how to pick the right hardware, what are right software considerations and what is the role of AI in the modern SCO.

Flying Tiger, MUJI, Dubai Duty Free and many more of our customers found that the right kiosk can transform the customer experience, much like other businesses have seen. To ensure your kiosk investment aligns seamlessly with your needs and objectives, we have to first begin with understanding the purpose of your self-checkout kiosks.



Continue →

Message from the CEO



The primary goals of many stores implementing self-checkout are:

Customer Experience; Whether you want to offer your customers faster checkout, more flexible payment options, greater privacy, or lightning-fast checkout for small purchases, self-checkout kiosks can help you achieve all these objectives. Dubai Duty-Free, for instance, saw a significant improvement in customer satisfaction by offering a more efficient and user-friendly checkout process.

Labor Cost Reduction: Self-checkout kiosks can replace traditional cashiers, leading to significant labor cost savings. Fewer cashiers are needed, and employees can be reassigned to other roles within the store, improving overall efficiency. Grandiose, like our other customers, found that this shift allowed them to reallocate resources more effectively and improve store operations.

Interactive Customer Engagement: With self-checkout kiosks, you can offer your customers more customized promotions, better product recommendations, loyalty sign-ups, and feedback and surveys for tailored shopping experiences. MUJI took advantage of this feature to enhance its customer engagement and build stronger relationships with its customer base.



Retailers'

Reduction in Cashiers

50%

use your tills only for helping and cash payments

Shoppers'

Adoption

78%

of the customer base use the MishiPay Kiosks after deployment

Aggregated results from MishiPay's global customer base

Hardware CAPEX

Selecting the right self checkout kiosk is a process that requires careful planning.

Hardware: Which hardware is the right fit for my store?

A key blocker that affects the adoption levels of self checkout kiosks has been the large footprint and bulky hardware traditionally associated with SCO.

To overcome this barrier to adoption, MishiPay has partnered with enterprise manufacturers such as ELO, offering self-checkout (SCO) units ranging in size from 10 inches to 22 inches, all while maintaining full functionality.

90%
smaller footprint of SCO hardware

80%
less expensive compared to traditional players



Modularity

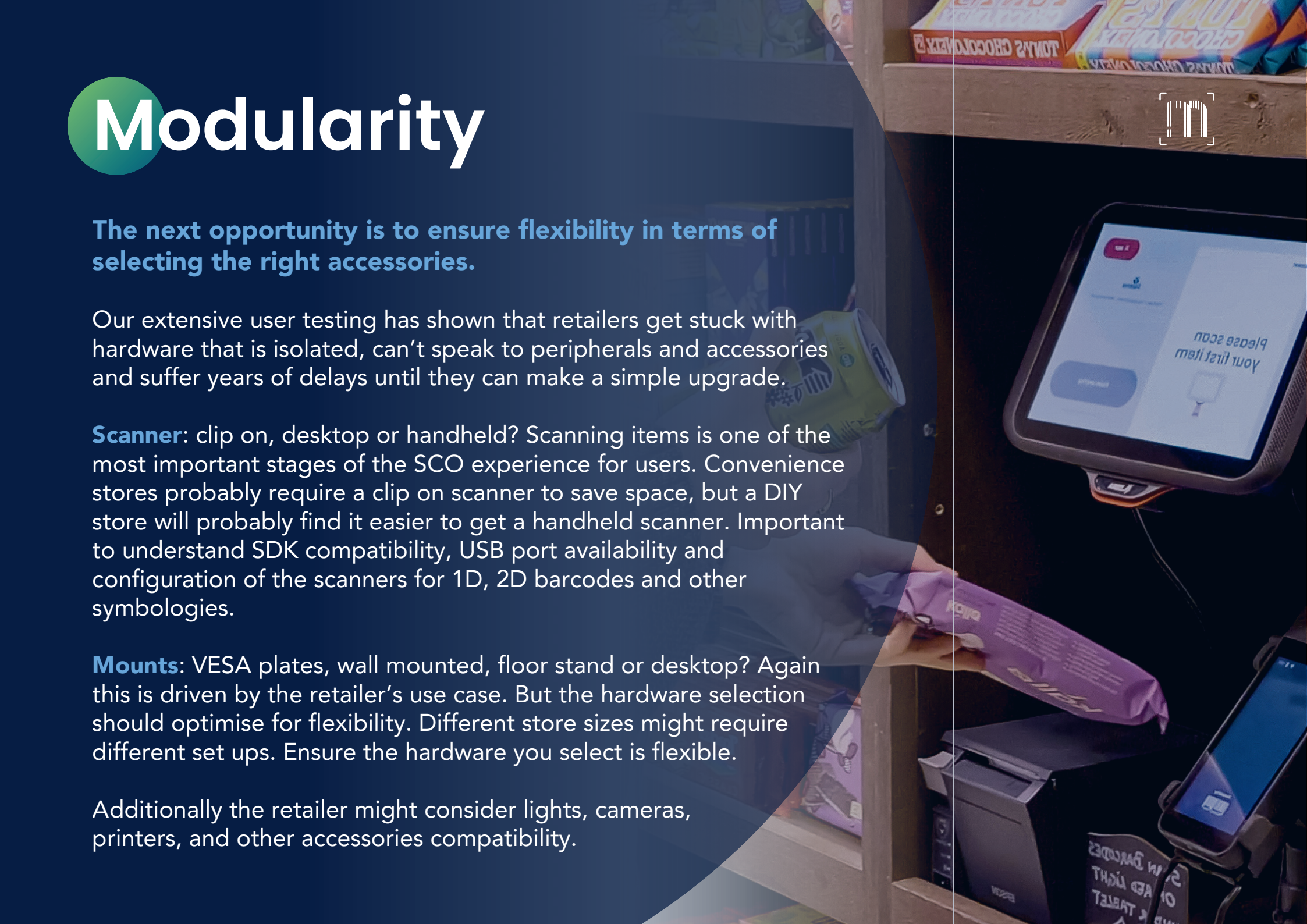
The next opportunity is to ensure flexibility in terms of selecting the right accessories.

Our extensive user testing has shown that retailers get stuck with hardware that is isolated, can't speak to peripherals and accessories and suffer years of delays until they can make a simple upgrade.

Scanner: clip on, desktop or handheld? Scanning items is one of the most important stages of the SCO experience for users. Convenience stores probably require a clip on scanner to save space, but a DIY store will probably find it easier to get a handheld scanner. Important to understand SDK compatibility, USB port availability and configuration of the scanners for 1D, 2D barcodes and other symbologies.

Mounts: VESA plates, wall mounted, floor stand or desktop? Again this is driven by the retailer's use case. But the hardware selection should optimise for flexibility. Different store sizes might require different set ups. Ensure the hardware you select is flexible.

Additionally the retailer might consider lights, cameras, printers, and other accessories compatibility.



Software

Rapidly adding features in response to consumer demands is key to success.

Most retailers explain that although they want to update their SCOs with new features and functionality, usually they are surprised to find release cycles that take months, costs in the 5 figures and many hidden fees.

Key considerations when deciding the software:

- Is it compatible with your ERP/POS so that the integration can be done fast?
- What's the release cycle and how often do they provide updates?
- What is on the vendor's roadmap and is that going to be accessible to you?
- How do you request a custom feature and what is the time and cost asscoiated with it?

> *"You wouldn't leave your e-commerce website or app without an update for more than three months. So why would you let your self-checkout units (SCOs) go without updates? The answer often lies in the unexpected costs that arise post-deployment.*
>
> Mustafa Khanwala
> MishiPay Founder & CEO



Connectivity & Offline

Nobody wants to be offline during peak times. The most important point of any SCO deployment is to minimise the points of failure. Connectivity remains a big single point of failure.

On-premise vs Cloud: On-premise functionality used to dominate the landscape, especially for enterprise-level operations, in the past decade. Since then, the transition to the cloud has helped retailers gain trust and deploy more solutions entirely on the cloud. MishiPay is entirely cloud-based, hosted on Azure, and does not require any further investment in hardware or on-premise devices.

Cellular or WiFi: When Internet connectivity is required, a very important decision concerns the ability to equip the kiosks with SIM cards, allowing them to operate on a separate network in case of issues.

Online vs offline: Even with a leased line, any store can experience Internet connectivity issues that lead to major disruptions. It is important to ensure that inventory and promotions can be calculated 'offline' on the device. Nowadays, modern hardware possesses the capability to perform on-device calculations, eliminating the need for additional on-premise hardware and associated costs.

Remote Access: MishiPay has incorporated remote access capabilities by utilizing TeamViewer licenses on ELO devices. This integration facilitates seamless troubleshooting and support, guaranteeing a smoother transaction process for customers opting for self-checkout.

Get in touch to see how MishiPay is bringing offline mode to retailers with MongoDB.

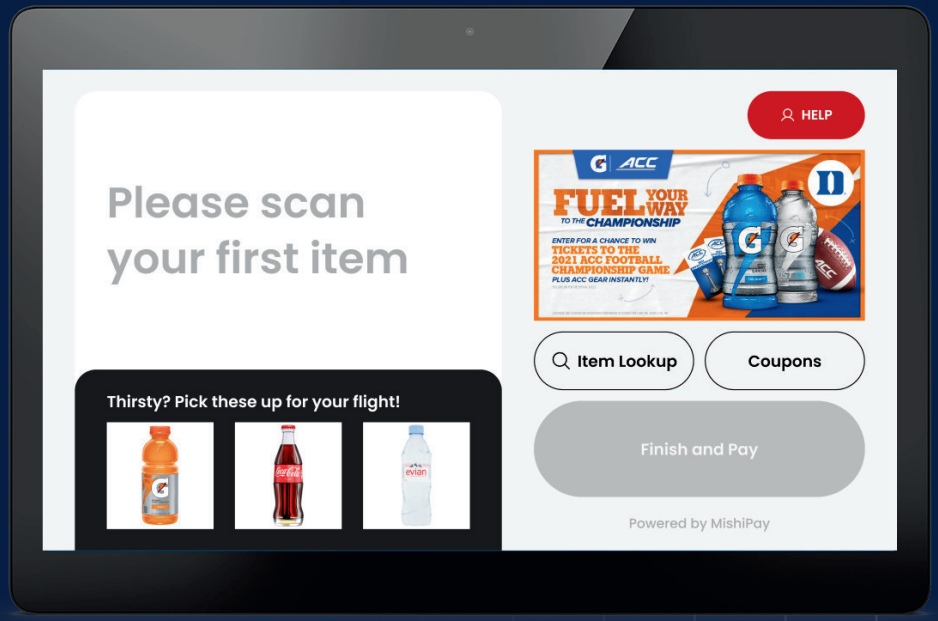
Ads & Recommendations

Simultaneously upsell and delight your customers by recommending them the right items at the right time.

Promoting available offers and discounts on products that interest shoppers leads to substantial increases in basket size. The MishiPay Ads & Product Recommendations Engine allows us to draw attention to specific additional products for shoppers utilizing the self-checkout kiosk.

For instance, when a shopper scans a product that requires batteries, we can recommend that they also purchase the correct batteries.

Furthermore, Ads can be leveraged to boost awareness and sales of particular products, such as those with abundant stock or a quickly approaching expiration date.



12%

increase in basket value from MishiPay Item Recommendations on the SCO

Payments

Payment is a vital part of the Self Checkout Kiosk experience for users. Ensure you offer the payment options your shoppers want.

Terminal: MishiPay has pre-existing integrations with a wide range of the leading payment gateways. This enables us to deploy quickly and to offer a host of payment options to our users.

SoftPOS: Unimaginable until now. Allow customers to pay directly on the screen. Front-facing NFC sits behind the screen, eliminates the need to buy and maintain payment terminals.

Transfer to phone: Don't be limited by the payment methods that are available on your payment terminal. Allow customers to transfer and complete the payment on their mobile phone, allowing them to use any alternative payment method such as Klarna, AliPay, MobilePay, Vipps, Swish and many more.



AI & Computer Vision

How can your self-checkout predict shrinkage?
Ensure that you bring the SCO experience to the AI era.

MishiPay's Trust Engine leverages computer vision and artificial intelligence (AI) to predict and prevent shrinkage in several ways:

Item Recognition: Video footage, from CCTV or SCO cameras, can be used to accurately identify items based on their visual appearance. This input is compared to the customer's basket, in real time, in order to help prevent fraud by ensuring that the item being scanned matches the item that the customer is attempting to purchase.

Behavior Analysis: AI algorithms can analyze the behavior of customers at self-checkout stations to identify suspicious behavior that may be indicative of theft or fraud. For example, the system can flag instances where a customer appears to be intentionally obscuring the view of the camera or where a customer is spending an unusually long time at the self-checkout station.

Anomaly Detection: AI can be used to detect anomalies in transaction data that may be indicative of shrinkage. For example, the system can flag transactions where the total value of the items being purchased is significantly lower than the average transaction value for similar items.

Bonus: Scan & Go

Complete your self checkout strategy with Scan & Go!

Scan & Go allows customers to self checkout without any hardware requirements. Shoppers can turn their mobile phones into checkout machines simply by using MishiPay's Scan & Go App.

You can scan the QR code and try the webapp on your phone.

Scan me to try MishiPay webapp

4%
Increase in revenue per store due to abandoned baskets recovered

14%
Net Increase in revenue per shopper due to increase in frequency

25%
Net increase in Average Basket Value due to more time spent shopping.

Get in touch for a free demo, contact us at info@mishipay.com

Bonus: Scan & Go

Let’s go! Scan the products.



Was $1.45, now $1



Buy one get one free

Bonus: Scan & Go

Now we can pay!

You can do one-tap payment with Apple Pay or Google Pay, or use our Demo Card.

As this is a demo you will not be charged for the Apple/Google Pay transaction.



GPay

Pay

DEMO CARD

MISHI PAY

4242 4242 4242 4242

cvc 737

MishiPay Ltd.

Exp 03/30

About MishiPay

MishiPay brings the best of the online shopping experience to physical stores, enabling shoppers to scan and pay for their shopping using their own mobile phones.

Founded in 2015, MishiPay has grown quickly and now serves 35 brands in 15 countries.
The leader in Scan, Pay & Go technology with deploymensts across MUJI, Hudson News, Flying Tiger Copenhagen, Paradies Lagardere, Eroski, Dubai Duty Free and Grandiose supermarkets.

Thanks to the skills of their technical team and their carefully curated list of partners, MishiPay are able to integrate cost- effectively into retailers' existing systems in as little as two weeks without the need for any changes in their infrastructure, making it possible for both shops and shoppers across the globe to benefit from the best of online and offline commerce.

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