



An NCR Success Story

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The Customer

Heinen's Fine Foods, a premier food retailer serving Northeastern Ohio, strives to provide a pleasant shopping experience for its customers. Family owned and operated, Heinen's takes pride in providing world-class customer service while offering the freshest, highest quality foods at competitive and consistent prices.

Having seen its business grow from a small single-store meat market established in 1929 to fifteen stores operating today, Heinen's understands the importance of making smart investment decisions to improve the overall customer experience. For this reason, Heinen's provides its customers with free parcel pick up, a Kids Activity Center, and Heinen's Café – special services designed to make shopping easier and more enjoyable. Additionally, programs like

Heinen's Own Beef and Heinen's Own Pork help ensure customers consistently receive the food quality and safety they expect and deserve.

The Challenge

In 1999, when Heinen's was searching for a point-of-sale (POS) solution to replace its existing system, the new solution had to meet two very important requirements. The first was fast, easy checkout to support Heinen's high-volume checkout environment. Heinen's was known to fully staff its checkout lanes, so smooth checkout was expected. The second requirement was a robust promotional pricing capability for implementing a preferred customer program to identify and reward loyal customers. A system that met these two criteria would help Heinen's enhance the overall shopping experience for its customers and help foster long-term customer relationships.

The Solution

After evaluating several POS solutions and recognizing only one that addressed its specific needs, Heinen's selected NCR Advanced Checkout Solution (ACS) and converted the entire chain to ACS within six months. “ACS was chosen over other POS products for many reasons, including its rich feature set, numerous configuration options, high customization, and the potential to improve

Heinen's Fine Foods

INDUSTRY/MARKET

Food – specialty grocery market

NCR SOLUTION

- NCR Advanced Checkout Solution (ACS)

CHALLENGE

- Implement a new POS solution that would improve Heinen's established reputation for fast, effective service at the checkout.
- Implement a preferred customer program to identify and reward loyal customers.

SOLUTION

- NCR ACS was chosen for its rich feature set and numerous configuration options, as well as its Consumer Marketing (CM) module, which allows Heinen's to create and implement powerful Preferred Customer Card programs.

RESULT

- Cashier training time reduced from 3-5 days to 1-2 days with the new NCR ACS system
- Increased cashier productivity and faster checkout for customers
- ACS CM module used to develop innovative loyalty program for Heinen's customers

productivity and front-end store operations," said Carl Lindeman, Installation Manager for Heinen's. "However, the most compelling reason we chose the ACS software was Consumer Marketing (CM)," he added. ACS' CM module allows Heinen's to create and implement powerful promotional pricing programs with its Preferred Customer Card.

In addition to CM, ACS offers a host of integrated features, like Advanced Store User Interface (ASUI), NCR DynaKey™ and web-enabled customer information display (WebCID) — features that differentiate it from other POS solutions. "NCR is clearly the leader in retail POS. The feature functionality you get with an NCR solution is completely unmatched by other POS solution providers," said Lindeman.

Overall, ACS solution functionality provides Heinen's with much-needed flexibility and investment protection, as well as an opportunity to enhance operational efficiency and the customer shopping experience.

Solution Benefits

ACS has helped Heinen's reduce cashier training time, increase cashier productivity, and provide fast and easy checkout for customers. "ACS has exceeded all of our expectations," said Lindeman. "Previously, a new cashier would spend 3 to 5 days shadowing an experienced cashier for training. With ACS, we immediately cut that training time to 1 to 2 days... sometimes less," he said. In addition, use of ACS' CM module has resulted in an innovative loyalty program that is virtually unlimited in the number of promotions it can generate.

Heinen's is a long-standing NCR customer, dating back to 1929 when the first store opened using NCR cash registers. ACS further strengthens that relationship by making it possible for Heinen's to operate more efficiently and provide excellent service to its customers. Heinen's recently migrated from ACS 4.0 to 6.0 to take advantage of the latest release's support of Reduced

Spaced Symbology (RSS) and Global Trade Item Number (GTIN). "We believe ACS is a system that will take us forward," said Lindeman.

For more information, visit www.ncr.com, call 866.431.7879, or email retail.contactus@ncr.com.

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