

NCR Netkey Endless Aisle

Do you want to enhance your customer's experience while boosting your bottom line?

YES

NCR Netkey Endless Aisle can help you deliver a world-class consumer experience and drive new revenue opportunities

The NCR Netkey Endless Aisle kiosk seamlessly integrates with your back-end ecommerce system to allow your customers to browse for product information, check inventory, compare products and order out-of-stock items or products not carried in the store. An endless aisle kiosk is an integral part of delivering a converged channel experience that ensures your customers receive consistent product information, pricing and order fulfillment capabilities during their in-store shopping experience.

- **Expand selection and revenue**

Studies show that the top 100 retailers lose an estimated \$69 billion each year due to merchandise being out-of-stock. This also causes up to 47% of customers to shop elsewhere if an item is out of stock, and only 2% of customers return to the same store when the product is available.¹ An endless aisle kiosk is an ideal way to leverage your ecommerce investment and provide your customers with increased product availability and an expanded assortment of goods without increasing in-store inventory. NCR Netkey Endless Aisle kiosks can generate as much as a 5% uplift in incremental store sales to positively impact your bottom line.⁴

- **Enhance customer service**

Endless aisle kiosks are a convenient way for consumers to access product information, enabling them to compare products or order an item that is out of stock. A North American study indicated that 73% of consumers identified a store being out-of-stock as a key dissatisfier² and an endless aisle increase can help you reduce customer frustration. In addition, customers choose self-service over personal assistance because they perceive it to be faster, easier and more convenient with the added benefit of giving them control over their experience while maintaining their privacy.



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

- **Create a converged channel experience**

Today's consumers have increased expectations for instant, converged channel access to relevant content, information and services. Those retailers caught without the tools, expertise, strategy and support to develop and execute these converged channels will be challenged to communicate brand value, deliver business growth and enable fully integrated customer experiences in the store. Retailers who recognize the importance of bringing all of their enterprise capabilities to the customer, regardless of the customer's location, will maximize their return on investment. NCR Netkey Endless Aisle kiosks help a retailer to provide this converged channel experience that today's sophisticated consumer values.

- **Empower your employees with technology**

NCR Netkey Endless Aisle kiosks have the added benefit of being a useful tool not only for customers, but for store associates as well. A recent shopper experience study found that 53% of customers want store associates to have better electronic access to product information, inventory and ordering capability.³ Enabling store associates with kiosks can help them better serve their customers to enhance satisfaction.

¹ EPC Global

² RIS/Cognizant: 2011 Shopper Experience Study

³ RIS/Cognizant: 2011 Shopper Experience Study

⁴ Based on actual NCR customer results

Key Features

- Configurable, easy-to-use kiosk application interface that projects your brand image
- Secure integration with point of sale, inventory, ecommerce and credit card transaction processing back-end systems
- Reliable and secure automated customer authentication (if required) via driver's license, loyalty card or credit card
- Cash, check, credit and debit card payment acceptance available
- Integration with bar code scanner for easy access to product information and pricing lookup
- Wish list, receipt and form printing
- Scalable, high-performance network management included
- Remote kiosk monitoring
- Remote application, software and content updates
- Usage and transaction reporting

Why NCR?

With over 125 years of retail experience, NCR is a leading global provider of assisted- and self-service solutions. We help our clients around the world improve their customer interactions, implement change quickly and proactively, and transform their businesses to become leaders and change agents. We can help you, too.