



BUSINESS CASE



Retail and Commerce

Self-Checkout Solution to Optimize Retail Point of Sale

Implemented in: United States and Mexico

Challenge:

Modernize commercial operations to support expansion processes, reducing friction at the point of service and ensuring a scalable and efficient shopping experience aligned with new market demands.

Solution:

Implementation of a self-checkout solution to increase customer autonomy and streamline the shopping experience. Support for international expansion through the opening of new operations abroad. Integration into the omnichannel strategy, strengthening operational efficiency in the new market.

Benefits:

■ Greater agility in the purchasing process and **increased user autonomy.**

■ Reduction of queues and friction at the **point of service.**

■ Increase in **operational efficiency.**

■ Ability to manage demand variations with **lower operational impact.**

■ Scalable technological foundation for **future expansions.**

Tags: Self-Checkout; Customer Experience; Omnichannel; Store Modernization; Operational Efficiency; International Expansion; Digital Commerce; Point of Sale (POS); Operational Scalability.