

TOSHIBA

Metcalfe's Market Thrives in the Digital Age: A Success Story of Seamless Self-Checkout Integration Through Strategic Partnerships with Toshiba, North Country Business Products, & LOC Software

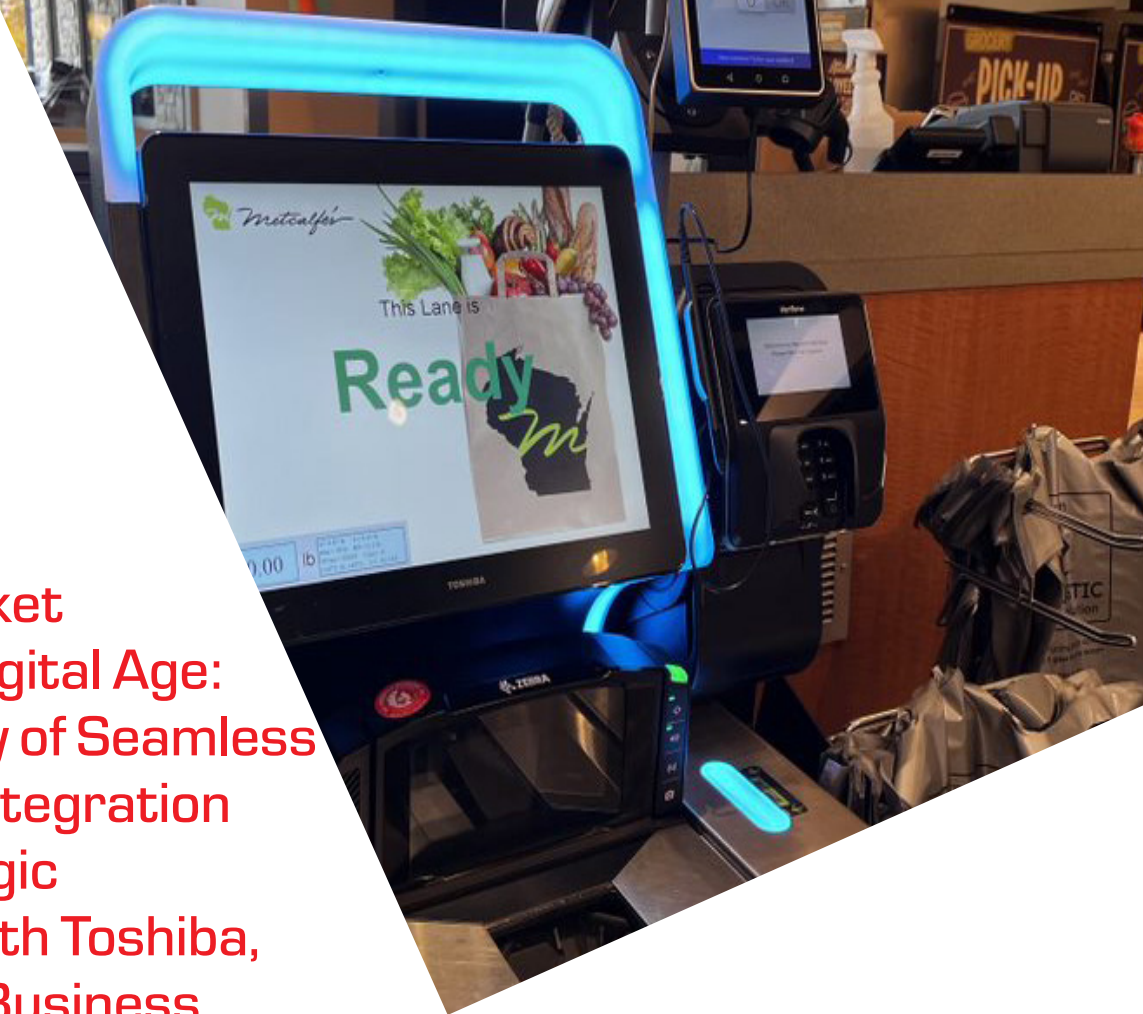
Metcalfe's Market, a longstanding family-owned market, has been a pillar of its community for over a century, embodying the essence of "local" as both a physical presence and a personal ethos. With a commitment to customer satisfaction at its core, Metcalfe's Market maintains an extensive selection of over 3,500 local foods and incorporates local and organic ingredients across all prepared offerings.

Metcalfe's Market values its vendor partnerships, recognizing their integral role in enhancing the overall customer experience. Operating three stores across two cities and employing over 500 individuals, Metcalfe's dedication to locality and quality remains unwavering.

The Challenges

1. **Future-proof technology at all locations to meet the needs of their customers today and beyond.**

A big focus for Metcalfe's Market is how they future-proof their store technology to adapt to evolving customer demands. Balancing the integration of innovative solutions while maintaining a personalized shopping experience is crucial for meeting the diverse needs of their clientele. Navigating the landscape of self-checkout, online ordering, contactless payment options, and seamless in-store



When choosing a partner, it was important that they understand the business and our customers, and we needed to have a partner that is innovative and brings new solutions to the table."

Tim Metcalfe
PRESIDENT OF
METCALFE'S MARKET



experiences remains central to Metcalfe's strategy for staying competitive in the dynamic retail market.

2. Identify and implement operational efficiencies: labor reduction, increased productivity, and enhanced customer experience.

In addition to the challenge of future-proofing the company, Metcalfe's Market is also trying to find the best way to maintain its unique identity and customer experience while scaling up its operations.

Implementing new solutions brings the task of integrating technology seamlessly into their established processes without disrupting the personalized service they're known for. Balancing growth with maintaining operational efficiencies requires Metcalfe's Market to continuously innovate and adapt to the evolving demands of the market.



The evolving landscape of grocery retail technology requires adaptability at its core. As the pace of change accelerates, consumers increasingly expect versatile technology options across all shopping channels - be it traditional point-of-sale, self-checkouts, online platforms, with or without rewards programs. It is imperative to partner with industry leaders like Toshiba, NCBP, and LOC Software, who stand at the forefront of technological innovation. Their ability to tailor solutions that seamlessly integrate with our customers' preferences is crucial in our technology journey."

Tim Metcalfe
PRESIDENT OF METCALFE'S MARKET

The Solution

Metcalfe's Market successfully navigated the challenges of future-proofing their independent grocery stores by partnering with North Country Business Products, Toshiba, and LOC Software. In 2016, they strategically implemented self-checkout (SCO) systems across all locations to enhance customer experiences while adapting seamlessly to the evolving retail landscape. The onset of the pandemic underscored the value of their SCO infrastructure, enabling Metcalfe's to swiftly and safely assist customers and backfill the void caused by the lack of cashiers available during the pandemic.

Recognizing the increasing preference for self-checkout, the company expanded its SCO lanes in 2023, leveraging data-

driven decision-making from Toshiba's Self Checkout System 7. Integrating loyalty programs and technological advancements showcased Metcalfe's commitment to customer satisfaction. Adding the Self Checkout System 7 solution further improved efficiency, reducing queue lines and solidifying Metcalfe's position as an industry leader dedicated to leveraging technology to benefit their business and customers.

The Result

Metcalfe's Market achieved notable success by strategically implementing SCO solutions, demonstrating a commitment to enhancing customer satisfaction and staying at the forefront of retail technology. The seamless integration between LOC Software and Toshiba's point-of-sale and self-checkout systems, facilitated by Toshiba Diamond Business Partner, North Country Business Products, played a pivotal role in Metcalfe's ability to adapt and excel.

North Country Business Products has hundreds of Toshiba self-checkouts installed today with LOC Software. Their expertise was key to the success of Metcalfe's Market's total solution implementation.

Over the years, SCO usage at all locations continued to increase, reflecting positive customer reception. In response to growing demand, Metcalfe's Market expanded its self-service infrastructure in 2023, adding eight additional SCO lanes across all three of their stores and introducing Toshiba's Self Checkout System 7 with models that give shoppers even more payment options when checking out of the store. This upgrade streamlined daily accounting processes and significantly reduced queue lines, leading to a better overall customer checkout experience.

Metcalfe's Market successful adoption of Toshiba's self-checkout solution marked a significant milestone, showcasing its dedication to leveraging cutting-edge technology to streamline operations and elevate service standards. The integration of the APPCard loyalty program further demonstrated seamless collaboration with vendor partners, providing customers with additional incentives and fostering a stronger connection.

Metcalfe's forward-thinking approach, focusing on the future of customer shopping experiences, solidifies its position as an industry leader dedicated to continuous improvement and exceptional service delivery. By embracing technological innovations and proactively adopting future enhancements, Metcalfe's Market remains committed to revolutionizing the checkout experience and leveraging technology to benefit its business and valued customers.

Quick Highlights:

- › Because of partnerships with Toshiba and LOC Software, Metcalfe's Market could integrate the Toshiba POS and Toshiba SCO systems seamlessly.
- › Using backend data from their Toshiba SCO system allows staff to stay abreast of day-to-day challenges to give customers a more seamless checkout experience.

About Toshiba

Toshiba Global Commerce Solutions empowers retail to thrive and prosper through a dynamic ecosystem of smarter, more agile solutions and services that enable retailers to resiliently evolve with generations of consumers and adapt to market conditions. Supported by a global organization of devoted employees and partners, retailers gain more visibility and control over operations while enjoying the flexibility to build, scale, and transform retail experiences that anticipate and fulfill consumers' ever-changing needs. Visit commerce.toshiba.com and engage with us on [X](#), formerly known as Twitter, [Facebook](#), [LinkedIn](#), [Instagram](#), and [YouTube](#) to learn more.

About North Country Business Products

For over 70 years, NCBP has provided innovative business technologies, solutions, and services to help leading companies adapt to changing markets and grow their business. Our professionals make technology approachable, and we recommend, install, and maintain the right solutions to meet your business goals and maximize your return on investment. Learn more about North Country Business Products at [ncbpinc](https://ncbpinc.com)

NORTH COUNTRY
BUSINESS PRODUCTS

About LOC Software

For over 30 years LOC Software has offered innovative software solutions dedicated to retail enterprises. Our Suite of applications are tailored to one seamless interface satisfying all a retailers needs from powerful merchandising and inventory control, loyalty, multi-store management and more. Learn more about LOC Software at [LOC Software](https://locsoftware.com)



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