

**TOSHIBA**

# Romeo's IGA Busy Express Supermarket

## Speeds up Checkout Queues and Improves Operational Efficiency

Amidst the supermarket battlefield, Romeo's Retail Group, a South Australian and New South Wales Retailer, has "survived and thrived" since opening its first convenience store three decades ago by paying close attention to the needs of its customers. At the heart of their success is the Romeo family's passion for excelling and evolving to be the benchmark amongst independent supermarkets. Their latest move is to install 10 self checkout lanes to provide a short queue and frictionless checkout at the Group's new metro store.

The family's newest location is in Sydney's bustling MLC Centre. Romeo's IGA Martin Place caters to a growing population of office workers and city dwellers who demand premium goods. The large metro store surrounded by high rise offices is located inside a very busy shopping center that has a major train station built into. It was a necessity for this location to incorporate a reliable, high-performance front of store operation to swiftly handle a high volume of small basket transactions, while maintaining a very short queue at checkout for office workers who pick up 'grab and go' food such as sandwiches, salads and sushi, pre-prepared meals, produce, bakery items and other packaged goods.

"We've had an incredibly positive experience with our selection of Toshiba System 6 Self Checkout and the SmartRetail POS management software provided by WorldSmart. The self checkout lanes have not only allowed us to manage an extremely large volume of basket transactions, but our average time in queue is an amazingly brief 20 - 30 seconds at the self checkout area. On day one, our customers embraced the new technology, allowing us greater staff efficiency to assist customers in valuable in-aisle areas of the store."

—Joseph Romeo, Director,  
Romeo's Retail Group

## Spearheading a Solution

Toshiba Global Commerce Solutions, together with local partner WorldSmart POS Solutions, fulfilled the Romeo family's vision to deliver a superior checkout experience. Romeo's IGA metro location purchased 10 Toshiba System 6 self checkout lanes for a frustration-free checkout. Additionally, WorldSmart provided their complete retail management solution designed for FMCG businesses, including SmartRetail operations management software coupled with WorldSmart's Smartrewards web-based loyalty and e-commerce solution, providing the Romeo family with the platform to remove costs from their business and grow customer spend.

*"The Romeo family has been a true community leader in Australia, featuring a unique and wide selection of high-quality foods and products. We value our long-standing partnership to enable operational efficiency for their stores."*

*- Stephen Menzel, General Manager, WorldSmart POS Solutions*

"In Australia, basket sizes in urban areas are getting smaller. Today's retailers must deliver a convenient experience for the customer to stop in and purchase a few items --- with a more personalised and frictionless checkout," said Dennis O'Connor, ANZ Channel Sales Manager, Toshiba Global Commerce Solutions. "Toshiba is proud to offer Romeo's Food Hall IGA customers both choice and convenience at the checkout that will ultimately bring the shoppers back to the store."

The front checkout area includes 10 modern self-checkout stations that allows customers a cashless, Electronic Funds Transfer Point of Sale (EFTPOS) plus the convenience of cash accepting lanes. In addition to the self checkout systems, Romeo's needed software to help drive costs out of their business, while increasing customer spend. WorldSmart has partnered with the Romeo Retail Group for over a decade and has been proud to deploy Toshiba TCx™ 700 POS hardware throughout the 41 store group for proven toughness and reliability. WorldSmart provides all operational and POS software to Romeo stores, including mobility, loyalty and e-commerce solutions to operate the retail businesses. Through the use of WorldSmart's Business Intelligence Suite, the Romeo Retail Group has access to world-class data available at their fingertips, providing the insight to support future sales growth.

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The installation was completed swiftly with positive results. Sydney's metro shoppers have found the self checkout easy to use and valuable in reducing their time spent at checkout. This brings a level of customer satisfaction and loyalty that Romeo's IGA store could not manage given the high volume of customer transactions.

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Metro areas are not the only locations that can benefit from self checkout solutions. Across Australia, consumers are readily accepting the efficiency of the technology in retail stores, which allows stores like Romeo's IGA to place more emphasis on customer assistance throughout the store. During peak shopping times, self checkout technology is especially valuable in reducing queues. Today's technology also affords stores the flexibility to choose whether to only accept EFTPOS transactions at the self checkout, which can reduce operational costs. Frictionless checkout using Toshiba self checkout helps pave the way to Brilliant Commerce.

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