

Self-service makes crowded counter lines a thing of the past

Deli 1-2-3™ kiosks cut long lines and congestion at the deli counter.

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Nino Salvaggio International Marketplace, a grocery chain focused on produce and specialty products and services, wanted to give deli customers faster, more efficient service. But the well-established grocery chain had a problem: how to break tradition.

The challenge

Nino Salvaggio's is a four-store chain based in Michigan. Founded in 1979, the company's stores have grown significantly in the past decade and now have about 600 employees companywide.

Thanks to the chain's popularity, Nino's customers have grown over the years, particularly those visiting the deli counter. With deli lines growing, Nino's needed a solution that would benefit the customer and the employee.

"We were looking for a way to use this technology for delis in an effort to speed up the



Nino Salvaggio's International Marketplace, based in Michigan, carries a unique variety of meats, fruits, wines and from around the world.

order fulfillment process,” said Ryan McWhirter, IT manager for Nino Salvaggio.

Nino’s also wanted a solution that employees would not fear, suspecting the machine might ultimately replace them.

“Our employees quickly understood that the kiosks were a complement to what we already did, not a replacement,” McWhirter said. “We also didn’t want something that would make their job more difficult.”

The solution

Nino’s turned its eyes to NEXTEP SYSTEMS, a Michigan provider of automated-ordering solutions, to design a kiosk that could meet their specific needs. After much research, Nino’s chose NEXTEP because of its superb user interface.

NEXTEP delivered the Deli 1-2-3™, a kiosk that allows customers to order deli meats and cheeses from a touchscreen kiosk when they enter the store. Customers continue with their shopping and pick up their deli orders about 10 minutes later. Deli 1-2-3™ eliminates waiting at the deli counter, saving customers’ time and reducing congestion. Customers also have the option of receiving text messages on their mobile phones when orders are ready.

“It has reduced the stress of our employees, and has provided our customers with a much more positive in-store experience,” McWhirter said.

Before implementation, Nino’s met with employees to go over the technology and show them how the kiosk was designed to complement their work. In addition, Nino’s explained how the kiosk could streamline the order process and reduce the number of frustrated customers.



Deli 1-2-3™ kiosk helps Nino's customers quickly receive their deli meats and cheeses.

The result

Nino Salvaggio's Troy, Mich., location served was the pilot. After just two weeks, the store decided to roll out Deli 1-2-3™ systems to other locations. The kiosk also showcased at the 2008 KioskCom Self Service Expo and Digital Signage Show in Las Vegas.

The kiosk saved significant time per transaction, McWhirter said. On top of that, the deli counter also has been able to increase the volume of customers it gets through each day. Deli sales also rose nearly 20 percent year over year.

"Thanks to the kiosk, we expect to recoup our initial investment inside of 18 months," McWhirter said. "This has been a huge hit. It's one of the most well-received projects we have ever done from a customer perspective and an employee perspective."

An expansion of NEXTEP's services is also in the works.

"We are excited to expand this initiative within the next few months by launching an online version of the NEXTEP SYSTEMS experience that will allow our customers to order their deli products online and pick them up in-store at a time they designate," McWhirter said. "We're essentially putting a kiosk in everyone's home or office. This is a unique service that only NEXTEP SYSTEMS offered."

ABOUT THE SPONSOR: NEXTEP SYSTEMS provides customer self-service solutions to the quick-serve, fast-casual, concessions, grocery and casino markets.