



Study: Mashgin increases cashier efficiency by 150%

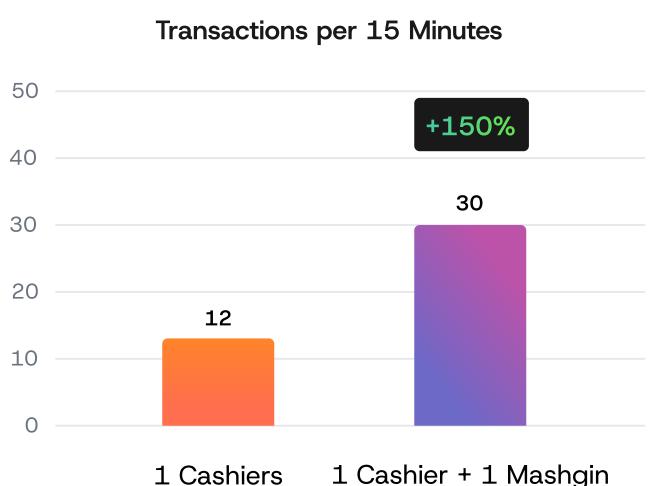
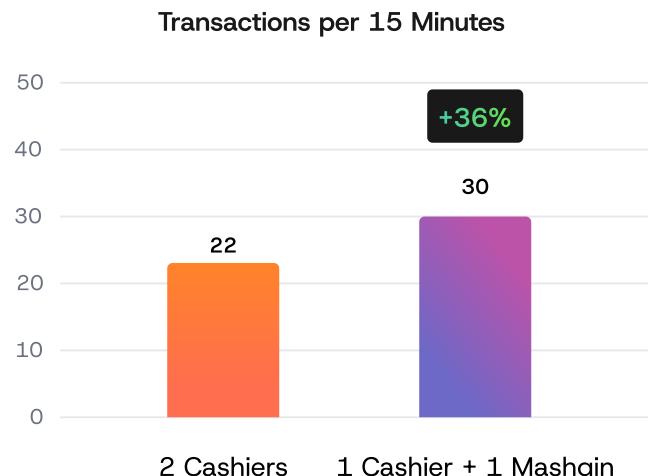
Impact of Mashgin AI-assisted checkout on throughput and labor efficiency

Checkout speed and transaction capacity are among the most important factors in both increasing revenue and improving customer experience within a convenience store. To understand the impact of Mashgin's AI-assisted checkout, we compared store throughput with and without Mashgin and at different levels of staffing.

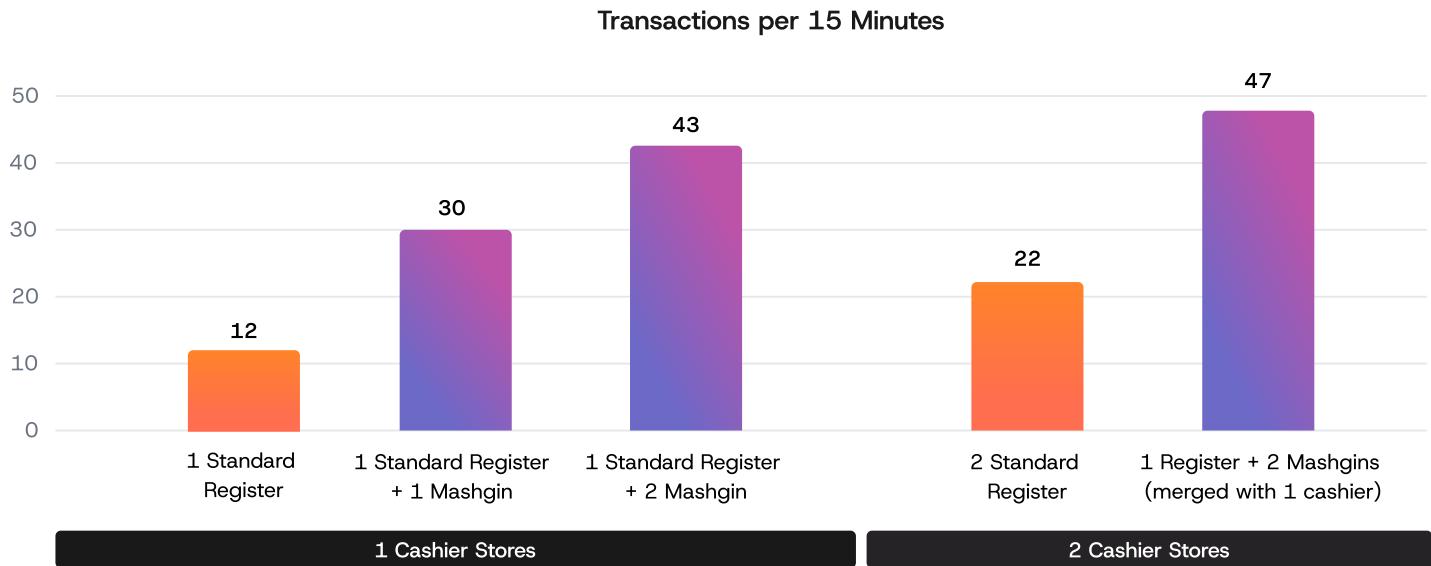
Methodology: How we studied throughput in different scenarios

To calculate throughput, we analyzed 65 high-volume 15 minute periods across 6 stores with different levels of cashier labor and checkout experiences. We collected the data manually with an analyst observing throughput manually in the stores.

In this study, we are defining high-volume periods as 15 minute periods in which there is always a line or at least one customer actively checking out.

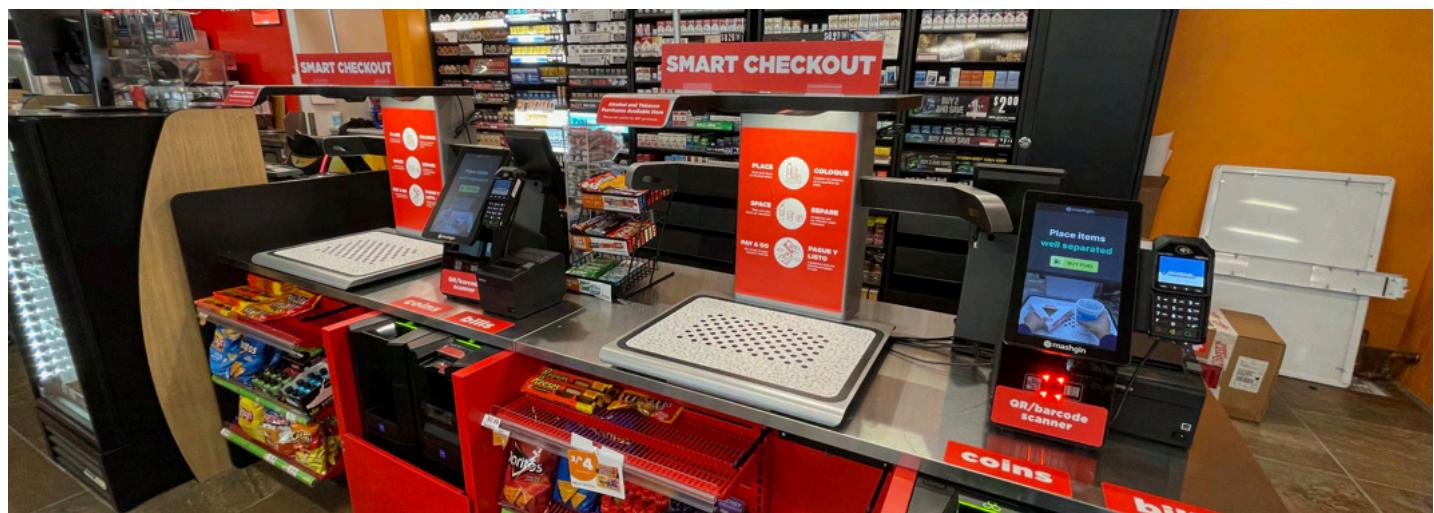


The Results: AI-assisted checkout significantly increases throughput, more than doubling cashier efficiency.



In stores that only have traditional registers, average throughput during high-volume periods was 12 transactions with 1 register (1 cashier) and 22 with 2 registers (2 cashiers). By adding just 1 Mashgin AI-assisted checkout unit, a single cashier store's throughput increased by 150% to 30 transactions per high-volume period. Furthermore, with a single Mashgin unit a store with 1 cashier's throughput was 36% higher than competing stores with 2 cashiers and registers (30 transactions compared to 22).

The efficiency gains increased further when implementing 2 Mashgin units in a store. Stores with 1 cashier and 2 Mashgin units were able to support 40 transactions per high volume period, a 233% increase compared to the stores' throughput without Mashgin. Stores with 2 cashiers and 2 Mashgin units saw an increase of 114% compared to 2 cashier stores without Mashgin.

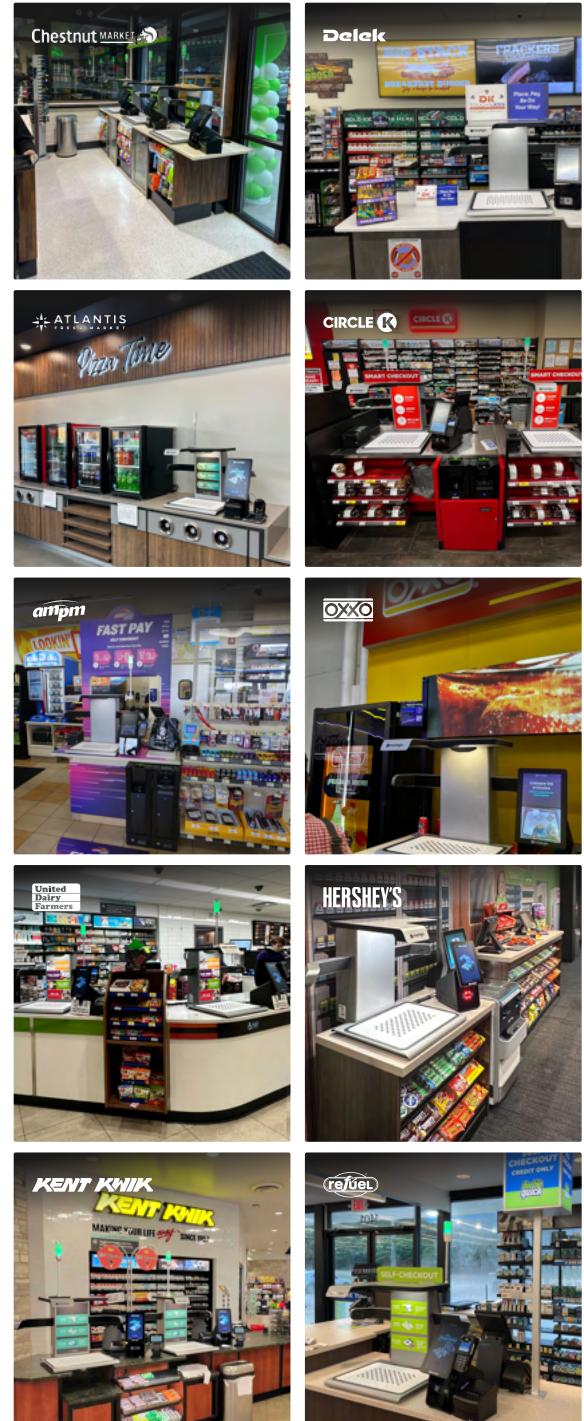


Conclusion: Why this matters and what it means for your stores

While most stores do not experience high-volume periods from open to close, peak periods make up a significant portion of a store's daily sales volume. When stores cannot match customer demand during these peak periods, the result is missed sales and potentially lost long-term customers.

According to NACS, 54% of convenience store customers report that they will leave a store without making a purchase if the line is 3 people or longer. This means that stores with limited throughput with traditional checkout are losing potential sales during these key high-volume periods. Even more concerning is that some of these customers may not come back, following a long wait or perceived slow checkout experience. 24% of convenience store customers report that they choose which store they shop at based on speed of service.

Mashgin's AI-assisted checkout can solve 2 of convenience stores biggest challenges, increasing sales AND improving labor efficiency. Regardless of whether your stores have 1, 2, or more active cashiers, Mashgin can both make your existing labor more efficient and potentially increase revenue while subsequently decreasing labor hours.



CASHIERS RUNNING ON MASHGIN

