

Page 445, Number 9 (memo)

Many supermarkets and other large retailers now offer self-checkout systems that encourage customers to scan, pay for, and bag their merchandise themselves. These systems allow the store to place employees in other areas where one-on-one attention is needed, and they reduce the need to hire more cashiers. Imagine that you work for a company that manufactures these checkout systems. Write a set of instructions for store managers that will help them prevent the following problems that could discourage customers from using the equipment (Hint: many of these problems could be prevented before the customer has to face them):

- The customer is unfamiliar or uncomfortable with the self checkout system.
- The customer scans the barcode, but the product does not appear in the register's inventory database.
- The customer has difficulty following the steps needed to work to self checkout system (for example, he or she can't figure out how to use the scales to weigh produce).