

# NCR Netkey

## Build-to-Order Solution

Want to improve customer satisfaction  
and increase average order value?

YES

### NCR Netkey Build-to-Order can help you provide a higher level of service to your customers while driving revenue

When a customer places a special order for a deli, floral or bakery item, it can be a very profitable experience for a retailer—but an inconvenient one for a customer who needs to wait for staff assistance. The NCR Netkey Build-to-Order Solution delivers a convenient and successful customer experience, by enabling customers to place their special orders through self-service. Built on the robust, highly scalable NCR Netkey platform, the Build-to-Order Solution can help you give your customers better service while creating opportunities for you to drive additional revenue through upselling and cross-selling your products and services.

- **Drive increased revenue and profits**

Enabling customers to serve themselves through a kiosk, such as in a deli, can increase average order size by 25–33% versus ordering at a counter.<sup>1</sup> The NCR Netkey Build-to-Order Solution features your full range of products and supports both upsell and cross-sell capabilities as well. Customers ordering deli items, for example, may be presented with suggested items, such as fresh bread from the bakery or other relevant prepared items.

- **Reduce walk-aways**

Today more than ever, customers are time-starved and hate to wait for service. When asked why they would choose self-service over personal assistance, they most often cite that self-service is faster, more convenient and easier.<sup>2</sup> In a typical deli environment, customers can wait up to seven or more minutes to pick up an order.<sup>3</sup> The Build-to-Order Solution allows customers to spend that extra time shopping in your store, purchasing additional items, instead of waiting in line.



For more information, visit [www.ncr.com](http://www.ncr.com),  
or email [retail@ncr.com](mailto:retail@ncr.com).

- **Manage operations and drive labor efficiencies**

Servicing your customers efficiently is critical to your operation and to customer retention. The NCR Netkey Build-to-Order kiosk solution can help your associates more effectively fulfill customer orders. The solution offers the ability to view, print, edit, reprioritize, and track customer orders behind the counter to maximize associate productivity. The management reporting tool enables you to run reports at both a store and an enterprise level to monitor associate productivity and speed of fulfillment.

- **Enhance the shopping experience**

The grocery industry is fiercely competitive, and it is critical to ensure a positive shopping experience. Customers confirm that they are more likely to do business with a company that offers the flexibility of using self-service technology and that these technologies create a more positive perception of the store's brand.<sup>4</sup> Offering customers the added convenience of a self-service ordering solution dramatically improves the customer experience and sets your store apart from the competition. For added convenience, the NCR Netkey Build-to-Order Solution can even send customers a text message, making them aware that their order is ready.

- **Integrate with a loyalty program**

The NCR Netkey Build-to-Order Solution delivers the capability to integrate with your existing loyalty system. You can display targeted offers, support customer preference lists and provide "one-button ordering" based on previous purchases. The targeted offers provide another method to drive additional revenue and deliver value to customers at the point-of-decision.

- **Interface with digital signage to communicate order status and in-store promotions**

NCR Netkey Digital Signage is a powerful way to engage your customers with compelling promotions and best-of-class targeting capabilities that ensure you deliver the right message, at the right time, in the right place. The Build-to-Order Solution can seamlessly integrate with the digital signage solution to provide order status for your customers and to promote local in-store specials.

<sup>2,4</sup> Source: The Self-Service Revolution is Real  
– NCR 2008 BuzzBack Survey

<sup>1,3</sup> Source: NCR

## Key Features

- Customer self-ordering, order fulfillment and order status updates
- Multiple item ordering from different departments
- Ability to create local in-store promotional messaging
- Integration to scale system and support to order by weight or quantity
- Notification of item status via a text message
- Secure remote monitoring and centralized administration
- Available as enterprise software license or SaaS (Software as a Service)
- Corporate item management and reporting

## Why NCR?

With over 125 years of retail experience, NCR is a leading global provider of assisted- and self-service solutions. We help our clients around the world improve their customer interactions, implement change quickly and proactively, and transform their businesses to become leaders and change agents. We can help you, too.