



CUSTOMER INTERVIEW



Silvestre Machado  
National Director of Security of Auchan Portugal

## Auchan Portugal revolutionizes self-service shopping with maximum security

Auchan Portugal has developed the Quiq Plus System, a revolutionary new self-service shopping solution for consumers at their Jumbo stores. Silvestre Machado, National Director of Security of Auchan Portugal, explains how Checkpoint has been essential for the secure implementation of this new system.

### What has been Auchan's strategy in Portugal against the problem of shrink?

Our strategy has been to build our own vision, constantly innovating and promoting creativity in loss prevention. While lowering the rate of shrink, we work to ensure the quality of our products and services to always provide a good shopping experience for our customers. The implementation of a strong, best-practice culture for loss prevention and quality of service is the principal method of combating shrink.

### How has Checkpoint helped the Auchan Group to reduce shrink and improve the shopping experience of consumers?

In our ongoing security project we believe that foresight is the solution for prevention. Therefore, we look for partners who are willing to develop solutions in collaboration and to share ideas. Checkpoint offers flexible, versatile and standardized technology, which guarantees the technological requirements of our commercial or service models, always working to provide a better shopping experience for our consumers.

### Why did you choose Checkpoint as your shrink management partner?

Security methods are dynamic and, therefore, when pursuing our organizational culture we look for suppliers with whom we can build a lasting partnership. These are solutions providers who are ready to change paradigms, have a strategic vision and are always available to develop robust technological solutions with us. Checkpoint fits this profile. Currently Auchan Portugal is using a mixed portfolio of Checkpoint solutions, including Alpha security solutions, the EVOLVE P20 antenna, the People Counter and CheckPro™ Manager.

### One of the most recent novelties in your top Jumbo brand is the Quiq Plus system. How does it work?

This system was developed in Portugal and, as its name indicates, it allows customers to register their products and proceed to payment with total comfort and autonomy. In the Jumbo outlets, after the customer has registered using the Jumbo Card or customer credit card, we supply a portable scanner so that items can be registered as they are placed in the shopping

cart. On arriving at the Quiq Plus zone at checkout, the information from the scanner is then downloaded. Customers either pay then or are randomly requested to go through the normal checkout process.

**How has this new technology been received by your consumers?**

We have been receiving excellent feedback from our customers and not only from the younger ones, which is very interesting and positive. The advantages for the customer are speed, privacy, and comfort. The concept has already been implemented in seven hypermarkets.

**What has the success of the project been based on?**

Our success is due to the way in which we have explained the service, the assistance we are giving to our customers, and the way in which we have implemented this innovation at the point of sale. Obviously, the success is related to the security solutions which we have put in place to guarantee comfort and speed for the customer, without compromising self-control security measures.

**What were the biggest challenges you came across when introducing the Quiq Plus system?**

For self-service solutions like these, the critical points are always linked to security and systems integration. The challenge is maintaining ease and speed in the buying process, while at the same time guaranteeing the protection of high-risk articles and identifying illicit *modus operandi*. All these issues need to be addressed quickly and effectively.

“ The success is related to the security solutions which we have put in place to guarantee comfort and speed for the customer. ”

**How has Checkpoint contributed to the success of this concept?**

Checkpoint’s role is not limited to developing product protection. It is also responsible for creating a model which places security at the service of the commercial goals of the company. In this way, Checkpoint uses its quality of service and diversity of solutions to act as a partner in the modernizing and competitiveness of our Group.

**What were the objectives for the IDS system, Bulk Deactivator, developed by Checkpoint?**

The main objective was to provide maximum security without affecting the excellent service that the system gives to the customer. It aims to ensure high levels of protection by identifying risks better and acting upon them with discretion, without ever compromising the expectations of the customer for this unique shopping experience, which should always give a feeling of comfort, speed and privacy. ■

RF Food Label.



**AUCHAN**

In Portugal, Auchan has more than 8,000 staff members and owns 71 outlets: 20 Jumbo, 9 Pão de Açúcar, 19 Box, 19 Health and Wellness centers, 3 Jumbo Opticians and 1 Jumbo Nature Shop. It also has 12 Jumbo gas stations. Immochan, the estate agent of the Group, manages two shopping centers: the Alegro Alfragide and Castelo Branco. In 2008 the Auchan Portugal Group attained a gross sales volume of 1,3 billion Euros, in consolidated terms of hypermarket turnover. This amount represents an increase of 13.5 percent in total sales over 2007. The company was awarded an environmental certificate for two of its outlets: Alfragide Jumbo and Almada Jumbo. This was certified by APCER – Portuguese Certification Association and is due to the recognition of the adoption of an environmental management system following the requirements of ISO 14001.

