

# SUCCESS STORY

## Coop Sweden improved customer experience with Joya™ Touch

Coop Sweden has used Shop Express for many years, with great customers' satisfaction. Those customers, who have already become accustomed to the convenience and speed of self-scanning, could leave the store if the payment system doesn't work properly.

A few years ago, Coop needed to update their aging hardware to a new solution. Customers got to test different scanner systems. Among all, they liked Datalogic's Joya™ Touch: it is easier to hold, because products can be scanned and packed directly into the bag at once. At the same time, the store's advantage is the reduction of the number of cashiers - so the others can relocate in the store to help customers, furtherly improving the shopping experience.

Watch the video to learn more!

