

Big Red Stores Adds First Self-Checkout Lane in A Convenience Store in Arkansas

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Big Red Stores recently installed its first self-checkout lane in its store in Hensley, Arkansas. It's the first self-checkout of its type in a convenience store in the state of Arkansas. With this cashierless technology, Big Red Stores lets guests pay for their purchases using a touch screen kiosk at the checkout stand when the other lines are busy. The new self-checkout option shortens lines and enhances the shopping experience in efforts to make the guests' visits more convenient than ever; guests can just scan, pay and go! While Big Red is in the early stages of their evaluation and rollout, thus far, guests have quickly adopted the technology.

"We are excited to be supplementing our current checkout process with self-checkout technology," states David Hendrix of Big Red Stores. Cindy Bruce, the store's manager went on to talk about how guests are adapting to the new technology, stating "we are still learning, but our guests seem to love it thus far!"

Several stores are planned for upgrades this year, which will include this self-checkout technology, as well as mobile pay in all locations. Big Red Stores is continuously looking to improve guest experiences while simplifying the checkout process and creating a frictionless journey during their visit.