

More possibilities. More efficiency. More turnover.

UltimateShopper Plus



Cost savings
Theft protection
Optimisation of waiting times

—
Individual purchase recommendations
Route optimisation
Increase in sales

From shopping trolley to sales trolley



Water and shock resistant
10 inch touch display

The digital transformation is rapidly gathering pace. In all areas of life. There is also an increasing number of technologies in food retailing and therefore opportunities to attract and retain customers. In addition to digital marketing, it is the PoS in particular that offers outstanding opportunities. The GECK UltimateShopper is the future to-day. With it, you can offer your customers the ultimate shopping experience: convenient, time-saving, comprehensive.

The GECK UltimateShopper Plus will help you to understand your customers even better and make them additional, suitable offers. Dynamic and in real time. In your store. This means that the shopping list is not only fully „processed“, but actively expanded - and the shopping trolley becomes a sales trolley.

Ultimate efficiency for your store

UltimateShopper

- Cost savings through reduced personnel deployment (self-scanning and self-checkout)
- Reduction of inventory differences/theft through product plausibility checks with the help of the weighing function
- Shorter queues thanks to fast customer self-checkout
- Amortisation after 36 months
- Brand strengthening through technological advantage at the PoS
- Future-proof: upgrade to PLUS also possible at a later date
- Suitable for long opening times: less than 7 hours charging time with the convenient Geck UltimateCharger
- 10 inch full HD touch display: shopping list, product information, shopping basket
- High-quality shopping trolley with 155 litre capacity - Made in Germany
- Optional: hybrid deposit lock (can be unlocked with smartphone or deposit coin)



Your sales Plus through route optimisation, navigation and recommendation management

UltimateShopper Plus

- Individual purchase recommendations possible in real time through up- or cross-selling
- Displaying advertising close to the product increases the purchase probability (on display or digital signage)
- No searching, no staff commitment, no non-purchase: all products on the shopping list can be found and purchased thanks to navigation
- Tracking and analysis via transmitter-receiver model that is mounted under the ceiling to save space
- Dynamic shopping list and shopping basket analysis, evaluation of spontaneous purchases
- Product plausibility check through localisation of the scanning process
- Increasing attractiveness for new, potential employees through innovative and future-proof brand perception
- Fully GDPR-compliant: localisation via infrared light, no cameras!
- Creation of heat maps, zoning, route analysis; thus optimisation of route design and placement of special offers possible
- Optional: We are happy to offer you theft protection for your UltimateShopper

More flexibility for you: you can also choose individual modules.



Your customers will love you for the UltimateShopper Plus

- No more long queues at the checkout
- Save time with self-scanning, self-checkout and digital shopping list
- Goods can remain directly in the bag in the UltimateShopper
- Best overview of the shopping basket AND value of goods at all times
- No surprises and uncertainty: Incorrect operation is almost impossible
- Clear navigation through the store helps to work through the shopping list without detours or annoying questions (search function)
- Personalised product recommendations and offers just like in online retail
- Lots of background information on products, such as ingredients or allergens, quickly retrievable
- More fun when shopping

Your customers will become the ultimate shoppers themselves!



Guarantee

More transparency and fairness

You can expect a reliable and secure system from Geck for use in your store. We also stand for transparency and fairness in our pricing policy. No hidden costs or expensive surprises. All services, fees and licences are transparent and calculable. The UltimateShopper can be upgraded at any time.

More Maintenance

The reliability of your systems at your POS is our top priority. The G Guarantee is designed to ensure that the UltimateShopper hardware supplied by us is continuously adapted to current standards. If required, we will be happy to provide you with the necessary updates. So you can concentrate on your core business.

More support

However, if your UltimateShopper does not work to your satisfaction, you will receive fast support. Questions about your products will be answered by our hotline. With our remote service, we analyse your system and can thus rectify errors via remote maintenance. Optionally, we can of course support you immediately with our on-site service.

More flexibility and options

You want customised agreements for maintenance or support. Or you need an extended warranty period, additional collateral or other options. We offer you a customised solution and will be happy to work with you to create a service package tailored to your company.

The UltimateShopper PLUS is now available

More information and technical details here:

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