Working as Salesperson in the Digital Mobile Checkout

Is it still to be regarded as an unqualified work?

Charlotte Arkenback, University of Gothenburg, ViS
ALM25 Conference 9th-12th July, London

Presentation outline

- Introduction
- The development of salespersons checkout practice and POS systems (video 10 min)
- Conclusions & Discussion

Research Area

- Applied IT - mobile technology - in adult education for immigrants with a low educational background and low digital skills.
  - For what ”work-reality” are we educating our students?

- The occupation in focus for this presentation is retail salespersons, since long considered a low qualified work, and their work at checkout involving interacting with digital point of sale systems, POS.

Questions

- What makes a salesperson an engaged participant in the digitalised mobile checkout practice?

- Where is the math in the digitalised checkout practice?

- Is salespersons, sales assistants and cashiers still to be regarded as an unqualified work?

Questions

- What makes a sal
participant in th
practice?

- Where is the mat
practice?

- Is salespersons, s es assistants and cashiers still to be regarded as an unqualified work?

Quote from YouTube

”i have no experience and i am applying for jobs is really cashier the easiest job or no?”

Empirical material

- Observations of checkout practices in high street stores (E.g. Fashion, Beauty, Shoes, Sports).

- Interviews with salespersons, sales managers and adult retail apprentices.

- YouTube: Intruction videos of POS systems and cashier training. Posted comments in connection with the instruction videos.

Checkout Practice Before the Cash Register and the Mechanical POS System

An Educational Service of the National Cash Register Company 1925

www.prelinger.com

”The Troubles of a Merchant and How to Stop Them”

An Educational Service of the National Cash Register Company, 1925

This film is from Prelinger Archives San Francisco www.prelinger.com

”The Troubles of a Merchant and How to Stop Them”

An Educational Service of the National Cash Register Company, 1925

This film is from Prelinger Archives San Francisco www.prelinger.com

An Educational Service of the National Cash Register Company, 1925
www.prelinger.com

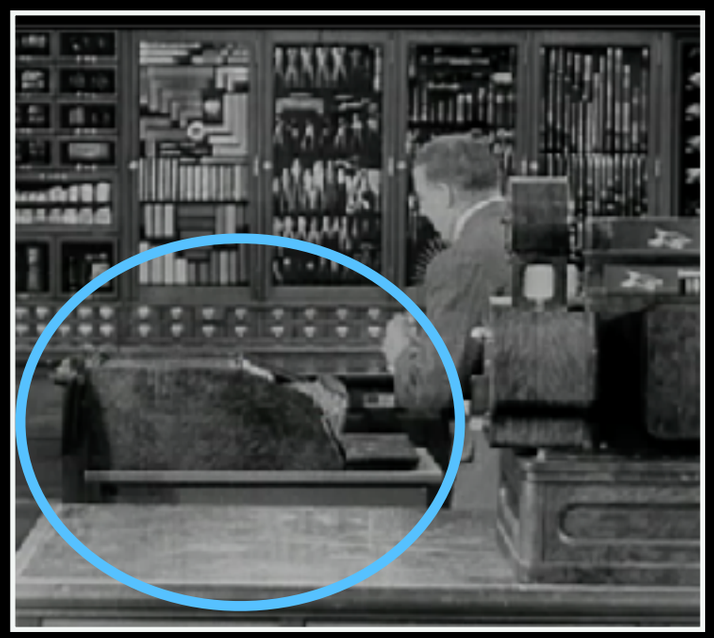
Mr White adopts the best ideas on:

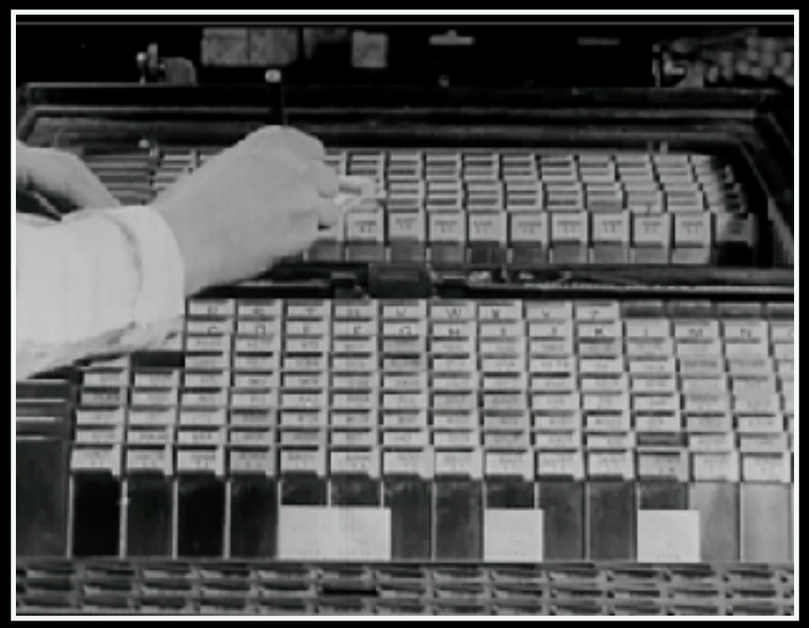
- Organisation
- Advertising
- Window display
- Store arrangement
- Systems in handling his cash and records

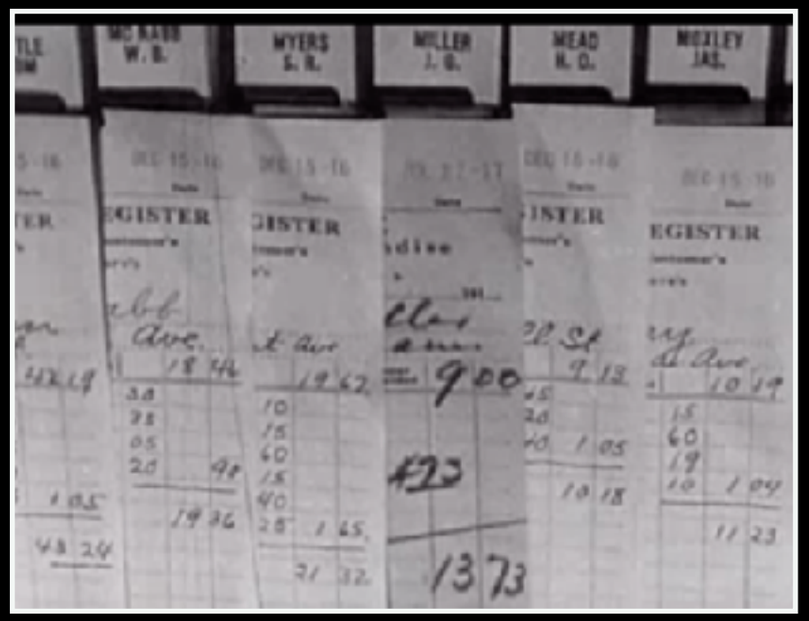
An Educational Service of the National Cash Register Company, 1925
www.prelinger.com

A Mechanical POS System

Cash Register + Account Register +
Pencil + Receipt = POS System







An Educational Service of the National Cash Register Company, 1925
www.prelinger.com

The Development of Point of Sales Systems & Sales Persons Work at the Checkout

The Development of Point of Sales Systems & Sales Persons Work at the Checkout

The Purpose of POS Systems

The Purpose of POS Systems

- Cashiers and salespersons lack of mathematics and economic knowledge is a potential risk for money loss for the store.

The Purpose of POS Systems

- Cashiers and salespersons lack of mathematics and economic knowledge is a potential risk for money loss for the store.

- It has been known for a long time that many employees (cashiers, salespersons, sales assistants) find it difficult calculating fractions, per cent and discounts.

The Purpose of POS Systems

- Cashiers and salespersons lack of mathematics and economic knowledge is a potential risk for money loss for the store.

- It has been known for a long time that many employees (cashiers, salespersons, sales assistants) find it difficult calculating fractions, per cent and discounts.

- The technology within the retail and service sector has been developed with the intention to minimise employees calculations at the checkout. With the POS systems, everyone can work as a cashier; the technology is the solution to employees lack of math skills.

The Purpose of POS Systems

- Cashiers and salespersons lack of mathematics and economic knowledge is a potential risk for money loss for the store.

- It has been known for a long time that many employees (cashiers, salespersons, sales assistants) find it difficult calculating fractions, per cent and discounts.

- The technology within the retail and service sector has been developed with the intention to minimise employees calculations at the checkout. With the POS systems, everyone can work as a cashier; the technology is the solution to employees lack of math skills.

- Customer service is the essential task for salespersons.

The cash registers have done the math for the last 30-40 years, so why is it that so many salespersons and apprentices:

- Are afraid of having to calculate change and discounts at the checkout?

- Believes that you calculate change, fractions and per cent when working at checkout?

- Are hesitant starting working as cashiers and salespersons due to lack of math skills?

Could it be due to the mechanical cash register that is still used as teaching aid in math?

Learning Resources
7 8 9
4 5 6
1 2 3
0 .
+
x
-
=
CHK
OFF

Sales Persons Quotes about Working at the Checkout:

Sales Persons Quotes about Working at the Checkout:

Calculating Change
this is just common sense

Calculating Change:
just have trouble with the actual "change" part and I'm gonna have to get a job soon so I need double help ASAP

Calculating Change
my boss put me behind the counter and I didn't know how to give cash back :$

Calculating Change:
i feel so stupid at work sometimes v.v

Cash Register
Its just a computer and everyone knows that.

Sales Persons Quotes about Working at the Checkout:

Calculating Change
this is just common sense

Calculating Change:
just have trouble with the actual "change" part and I'm gonna have to get a job soon so I need double help ASAP

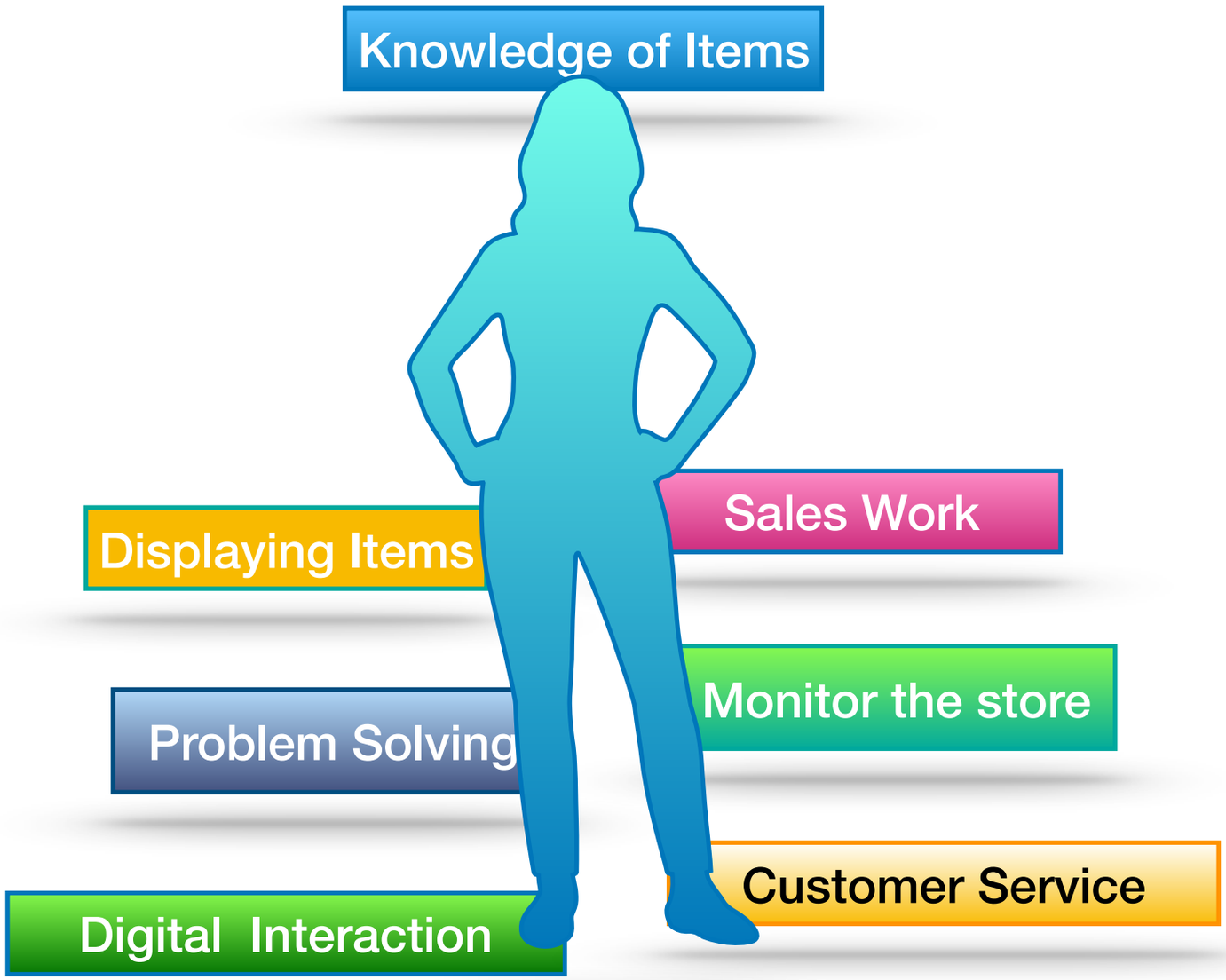
Calculating Change
my boss put me behind the counter and I didn't know how to give cash back :$

Calculating Change:
i feel so stupid at work sometimes v.v

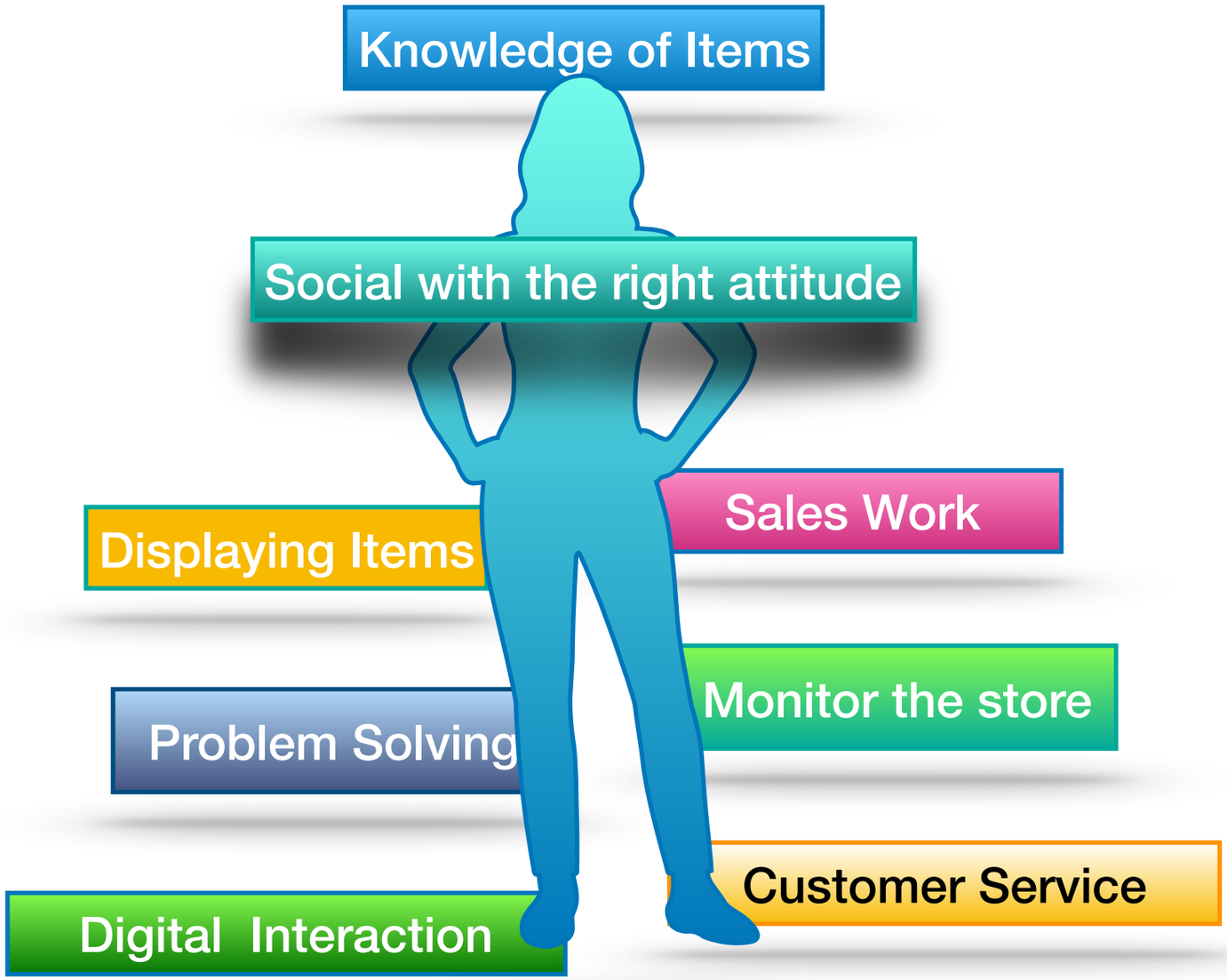
Cash Register
Its just a computer and everyone knows that.

Tutorials on YouTube:
90 496 shows: *Making change should make sense*
72 420 shows: *How to make change*

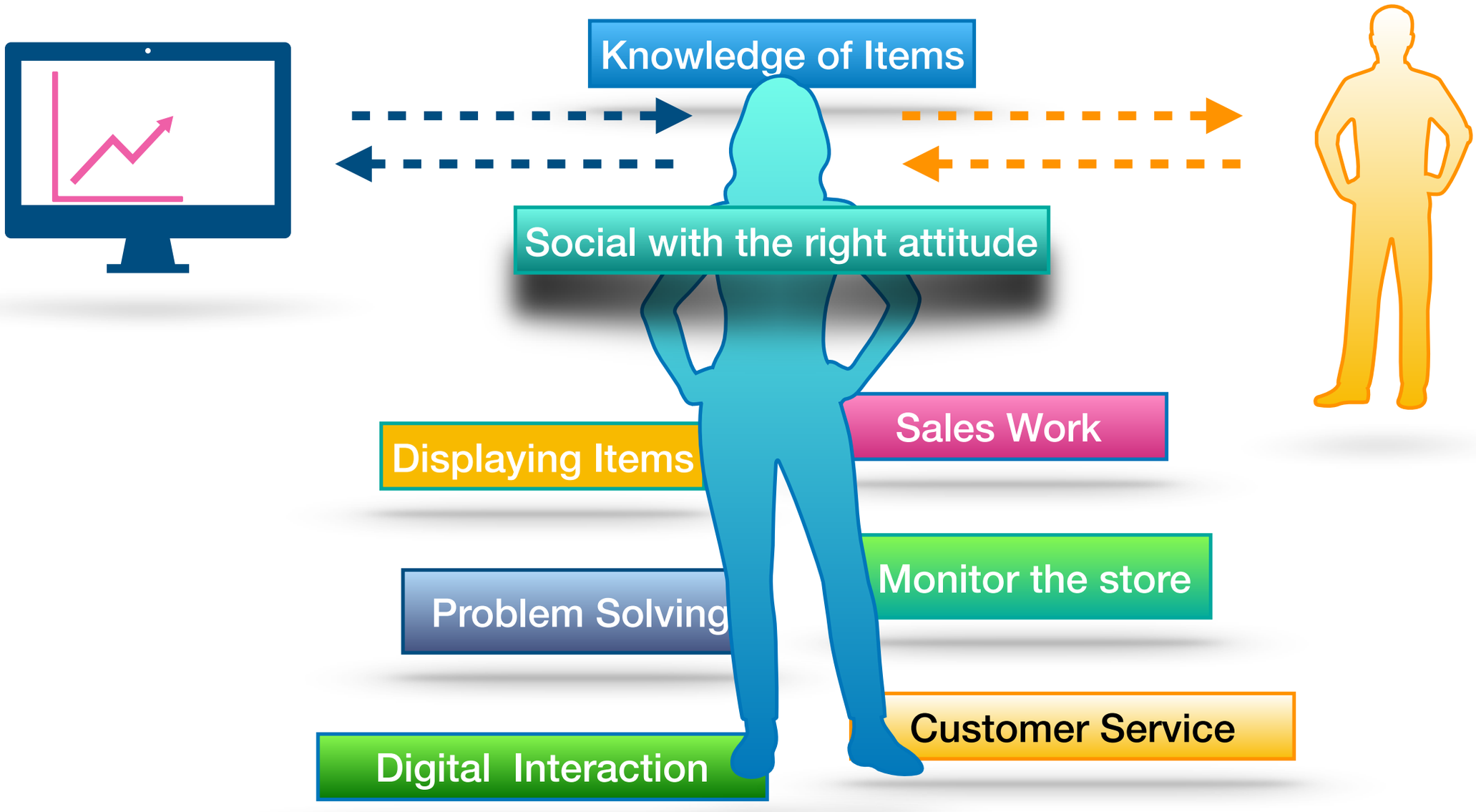
Salespersons Checkout Practice



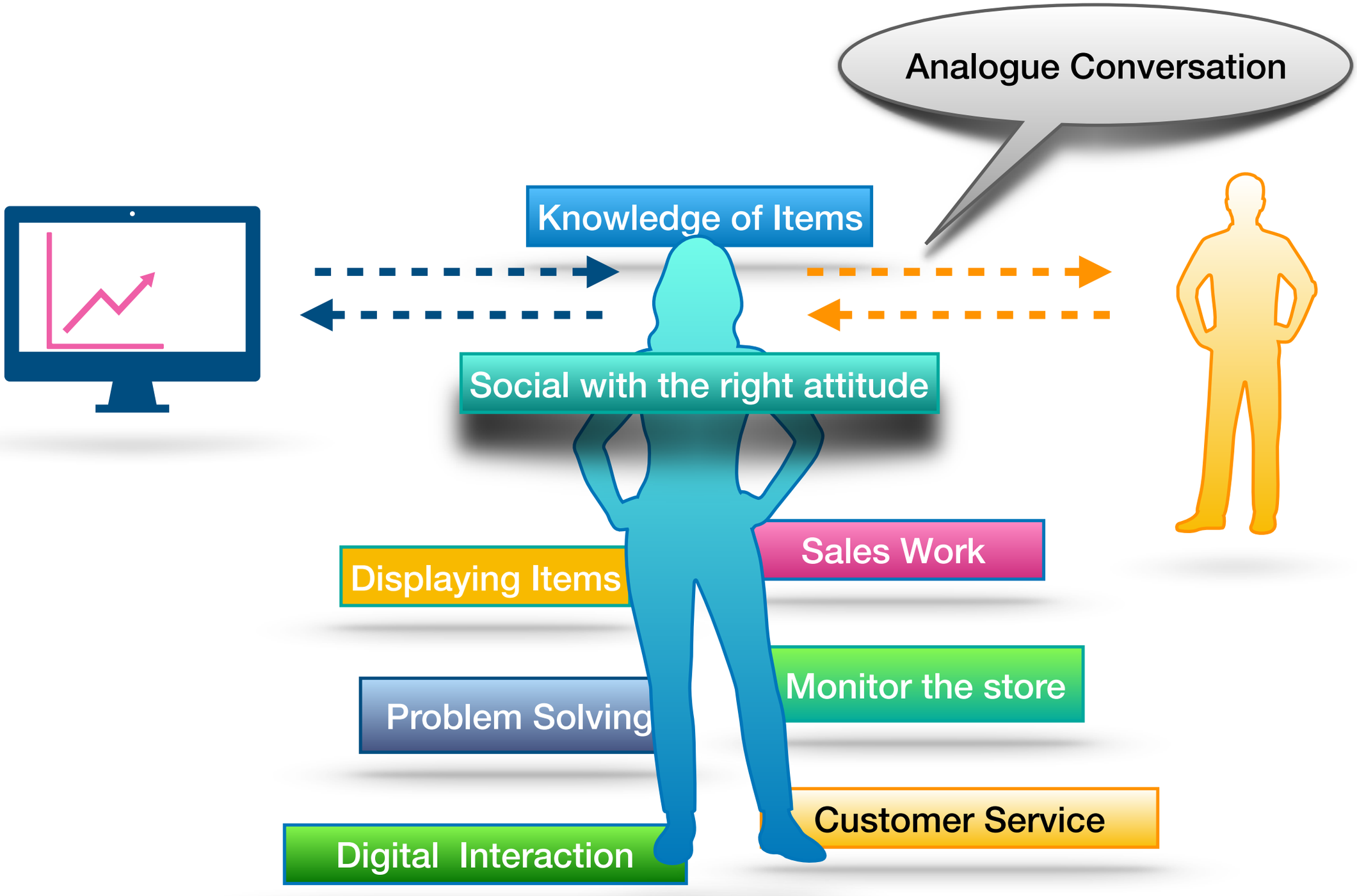
Salespersons Checkout Practice



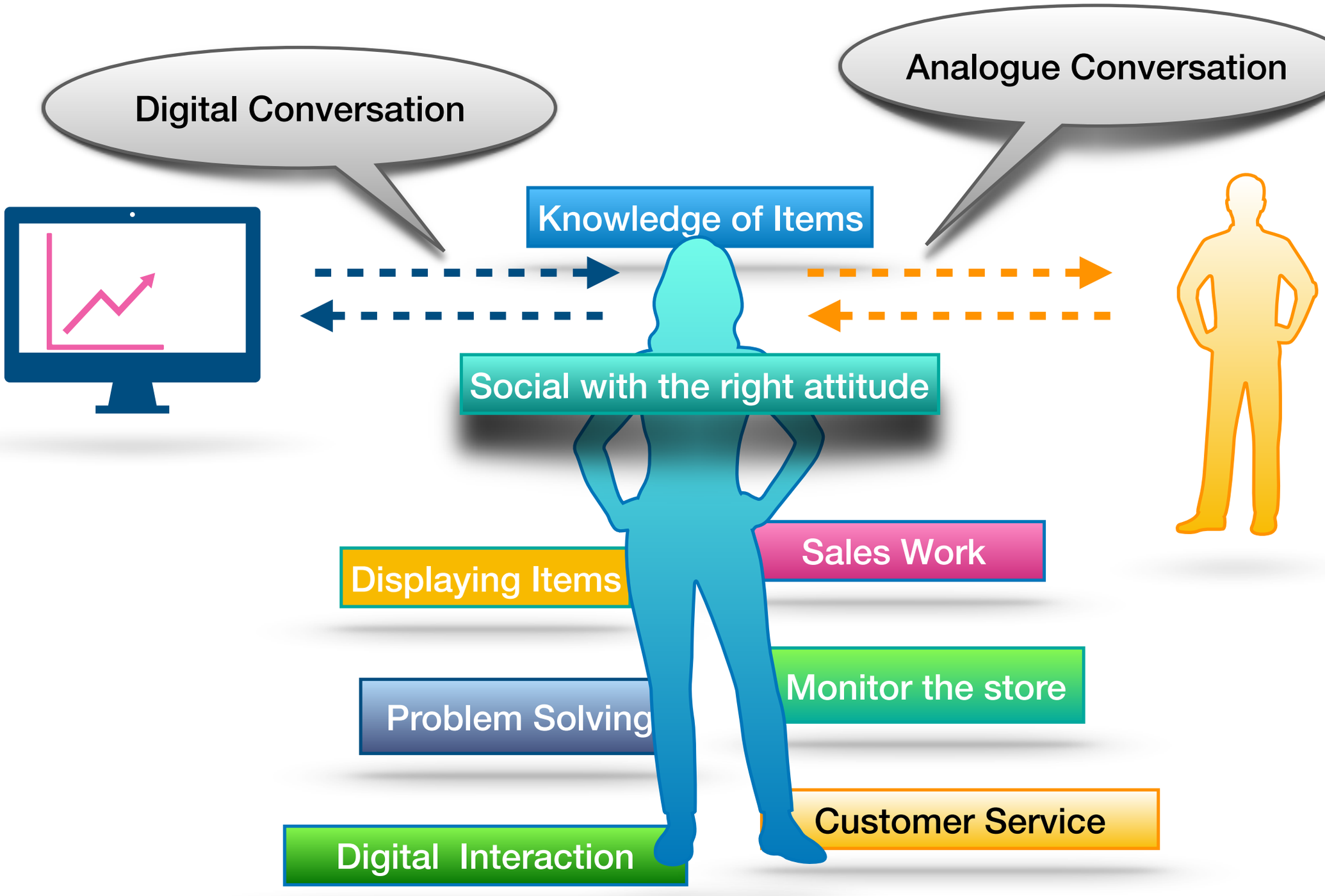
Salespersons Checkout Practice



Salespersons Checkout Practice



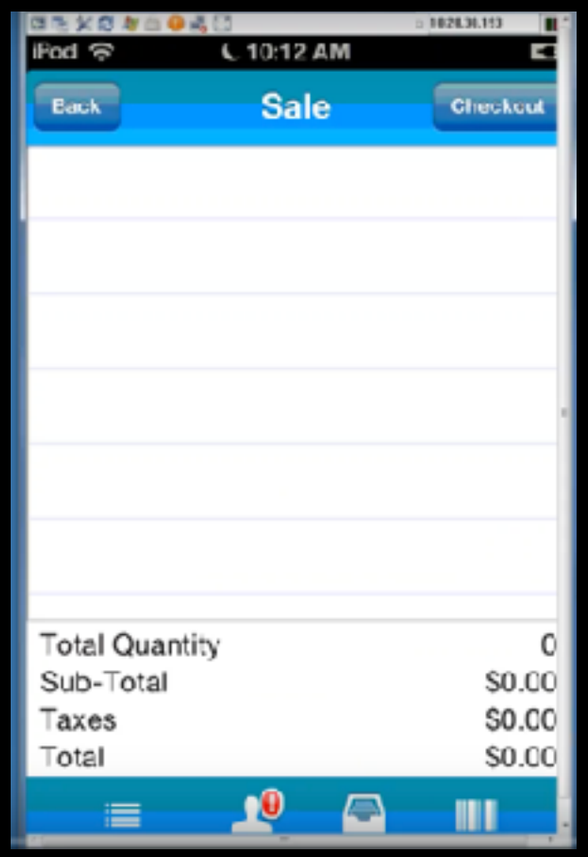
Salespersons Checkout Practice



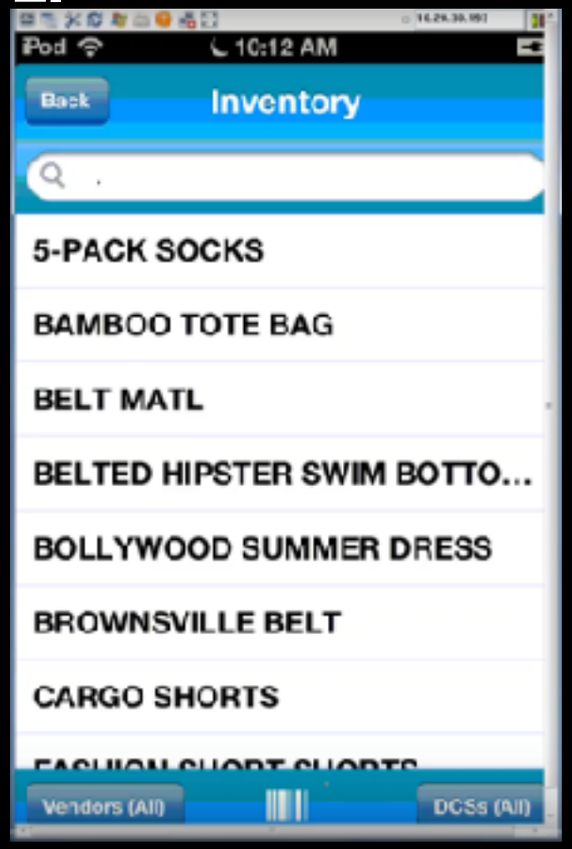
Digital conversation during Point of Purchase

Ex) A sales assistant finish a customers purchase process of a blazer and a belt on the sales floor. The following screen-shots show the sales assistant´s interaction with the Mobile Sales Assistant, MSA, run on an iPod.

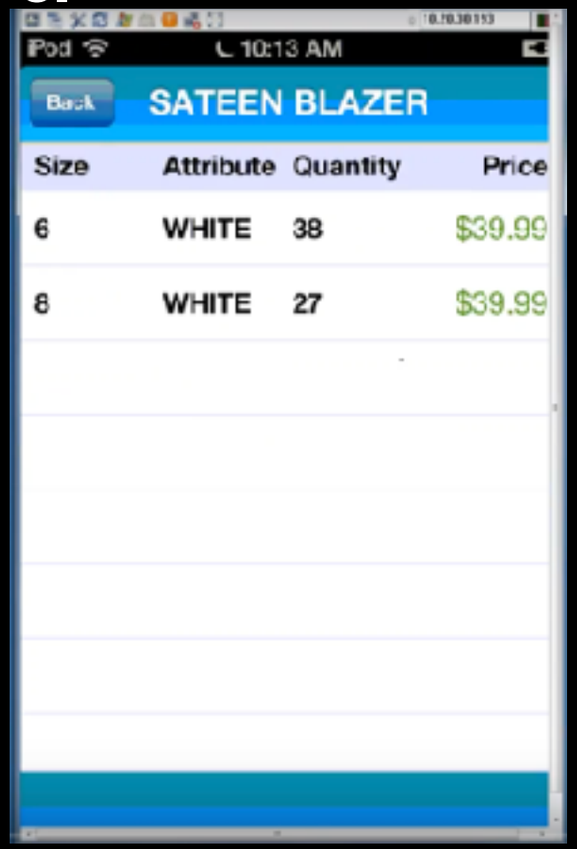
1.



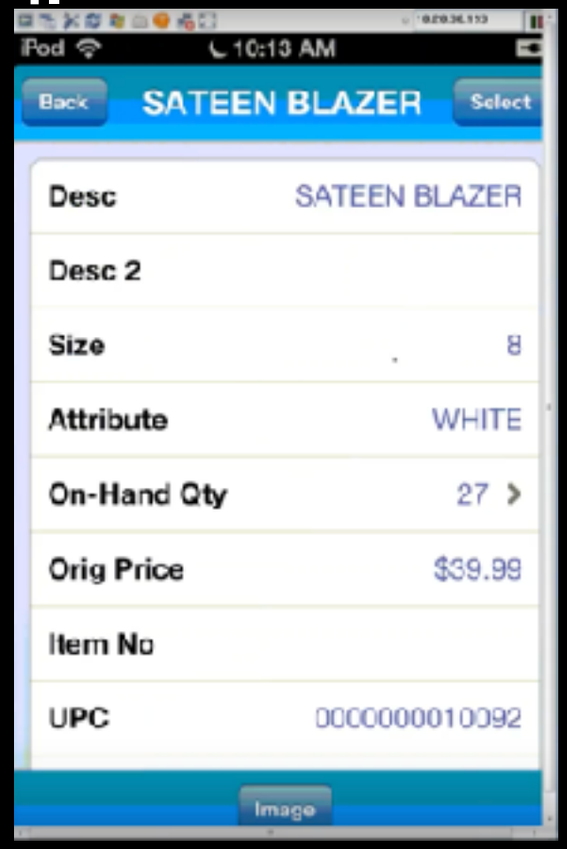
2.



3.



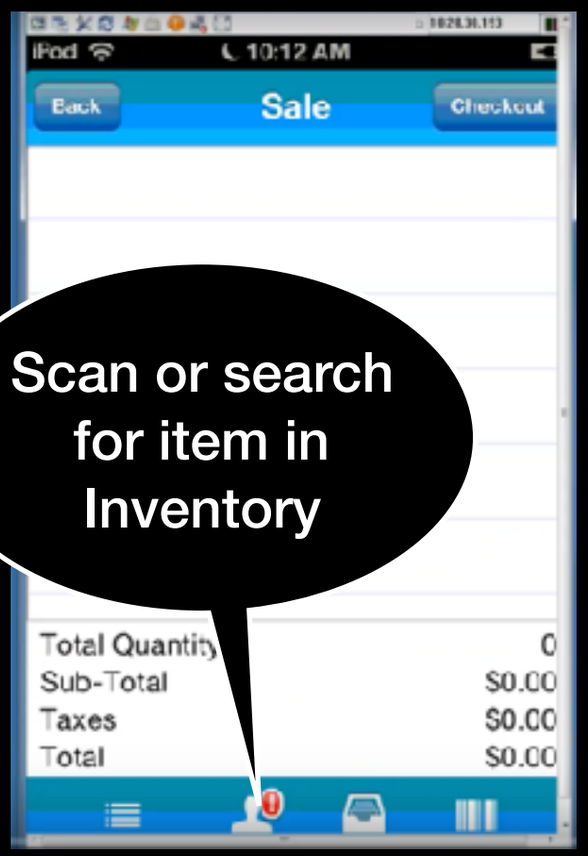
4.



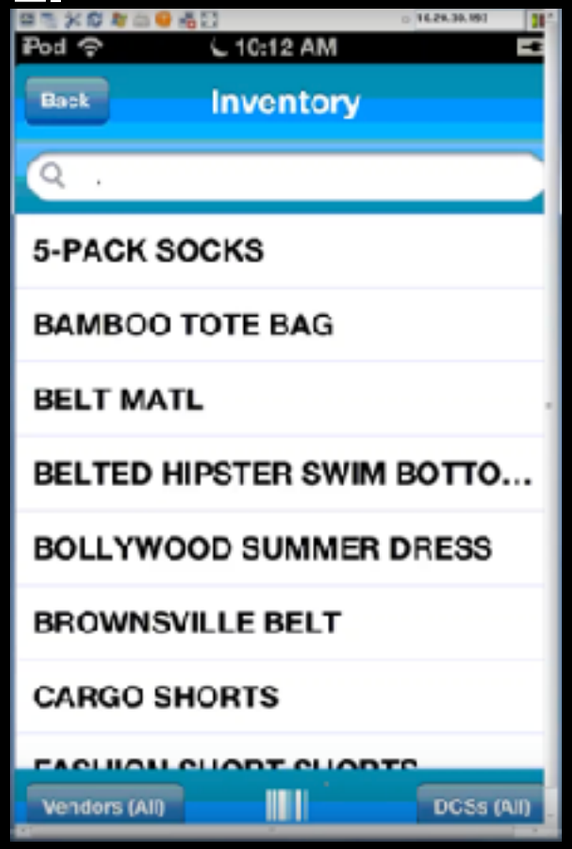
Digital conversation during Point of Purchase

Ex) A sales assistant finish a customers purchase process of a blazer and a belt on the sales floor. The following screen-shots show the sales assistant´s interaction with the Mobile Sales Assistant, MSA, run on an iPod.

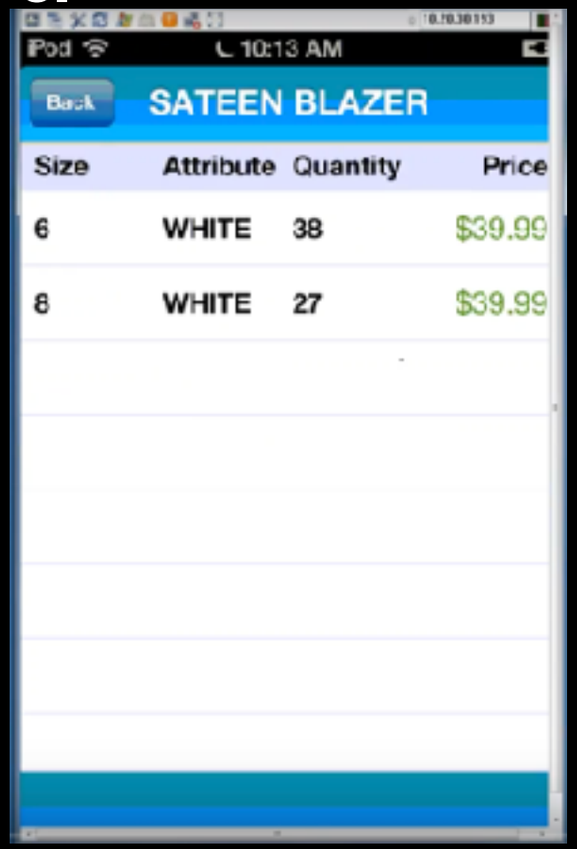
1.



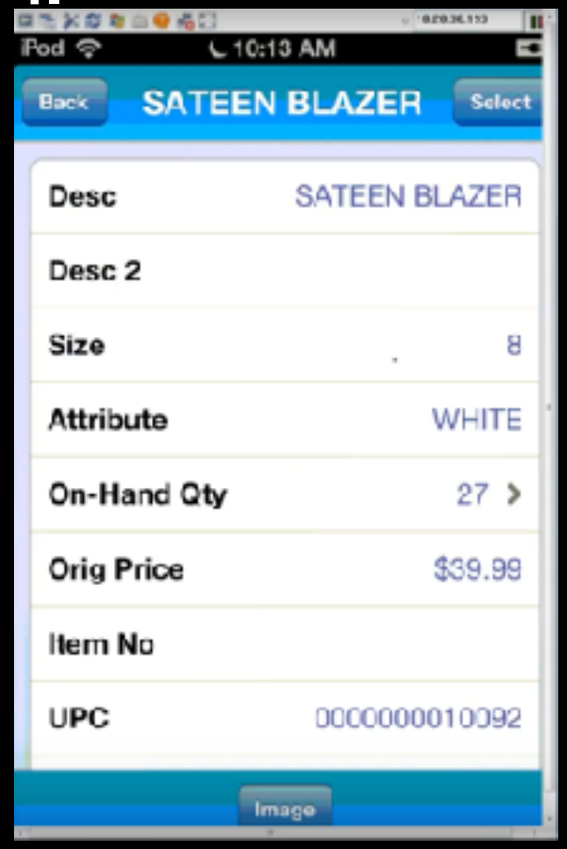
2.



3.



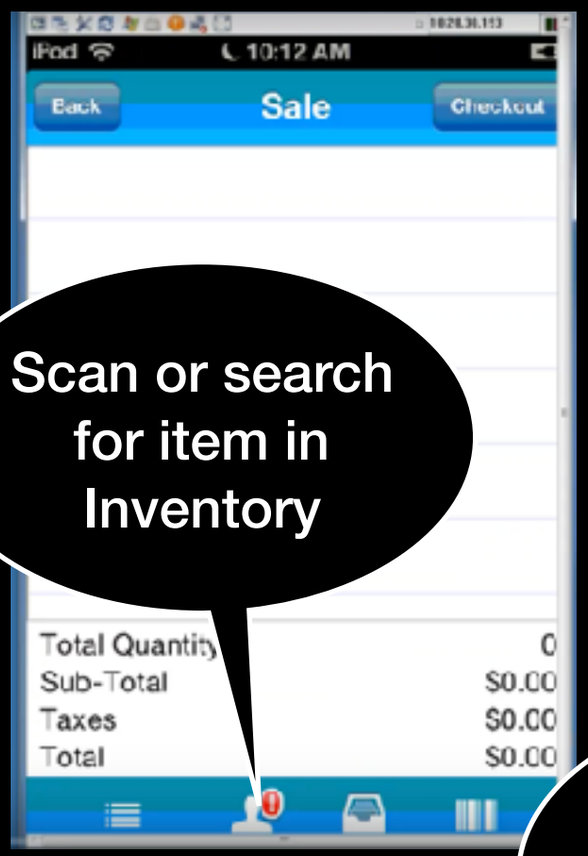
4.



Digital conversation during Point of Purchase

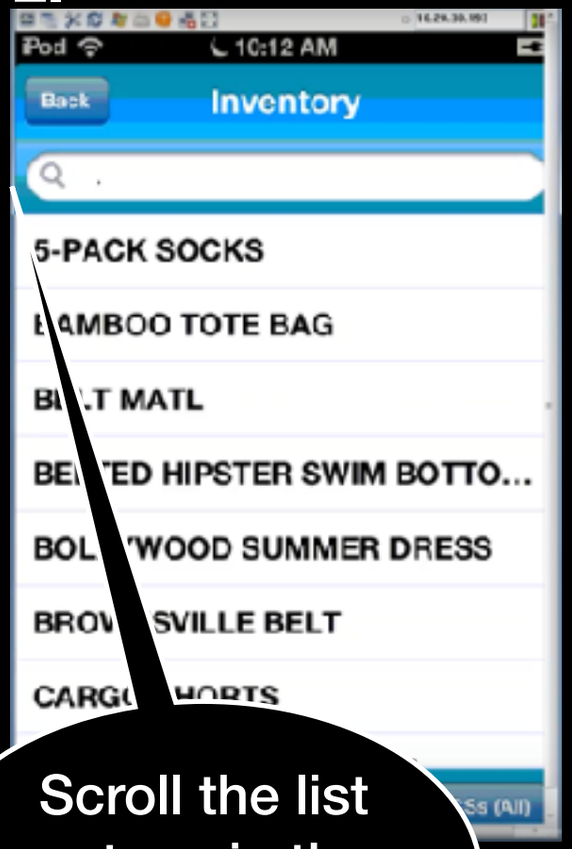
Ex) A sales assistant finish a customers purchase process of a blazer and a belt on the sales floor. The following screen-shots show the sales assistant´s interaction with the Mobile Sales Assistant, MSA, run on an iPod.

1.



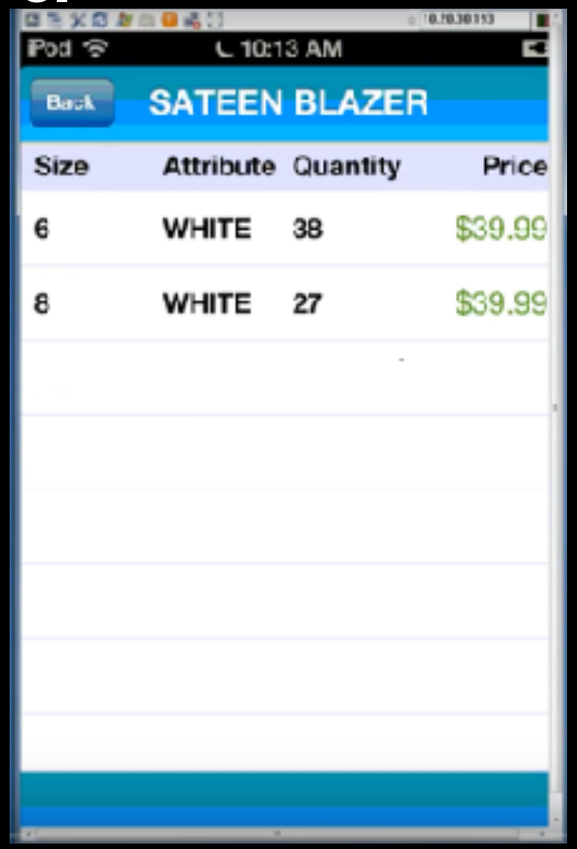
Scan or search for item in Inventory

2.

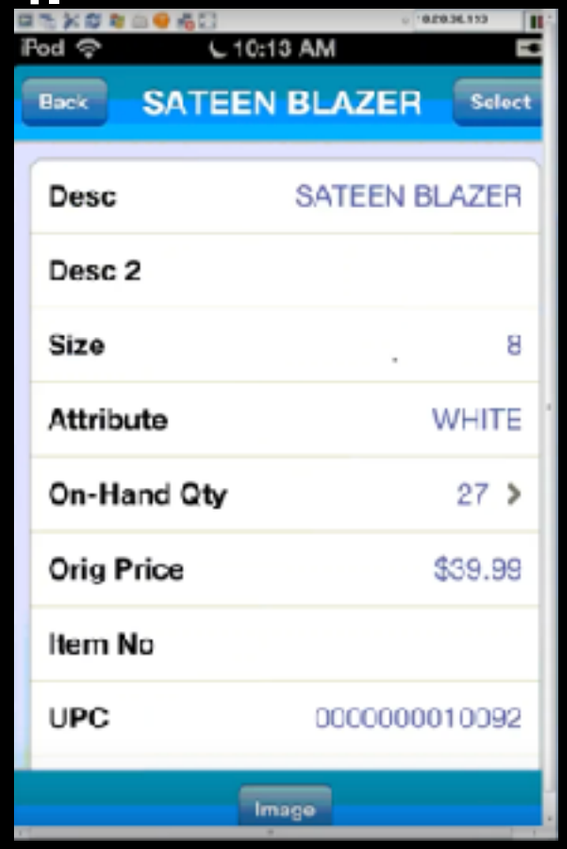


Scroll the list or type in the search box: blaze

3.



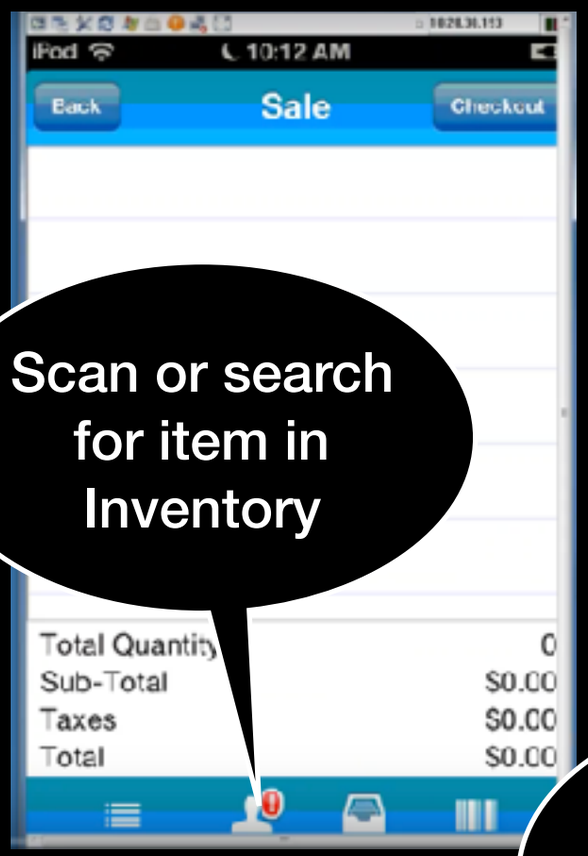
4.



Digital conversation during Point of Purchase

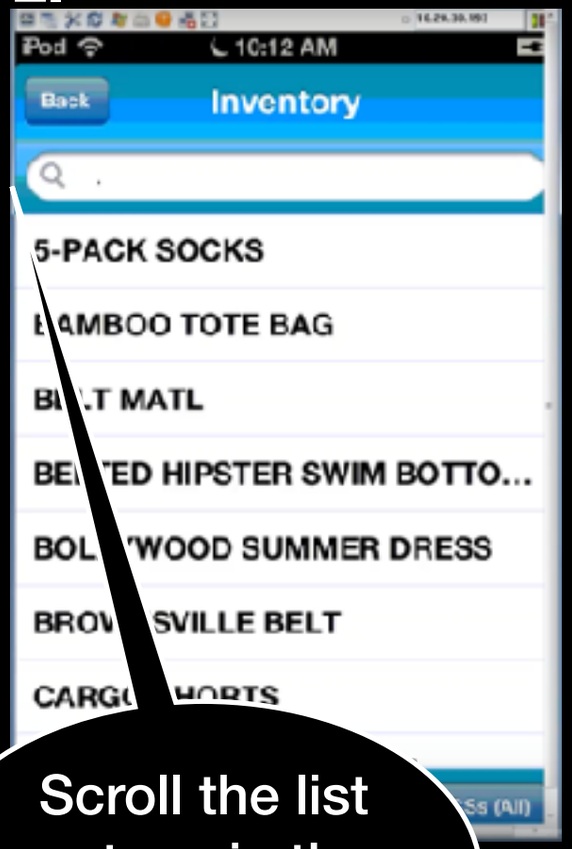
Ex) A sales assistant finish a customers purchase process of a blazer and a belt on the sales floor. The following screen-shots show the sales assistant´s interaction with the Mobile Sales Assistant, MSA, run on an iPod.

1.



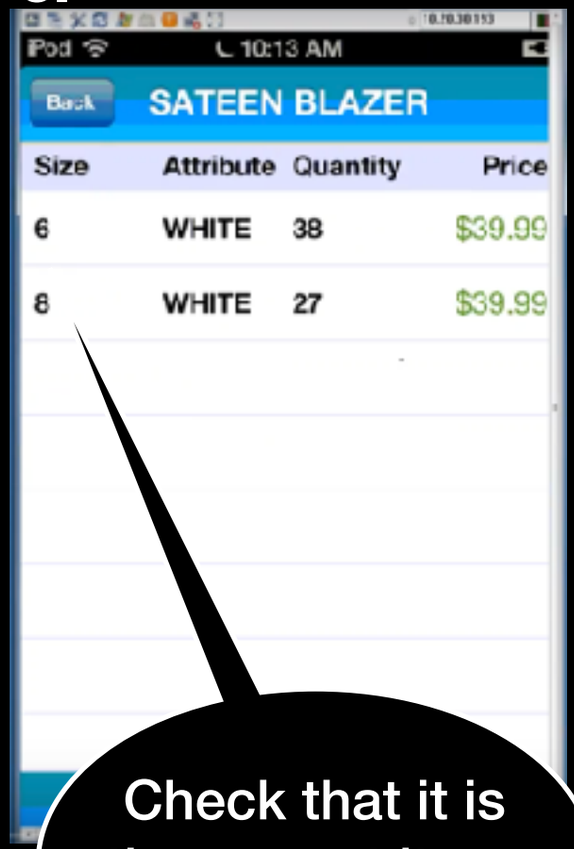
Scan or search for item in Inventory

2.



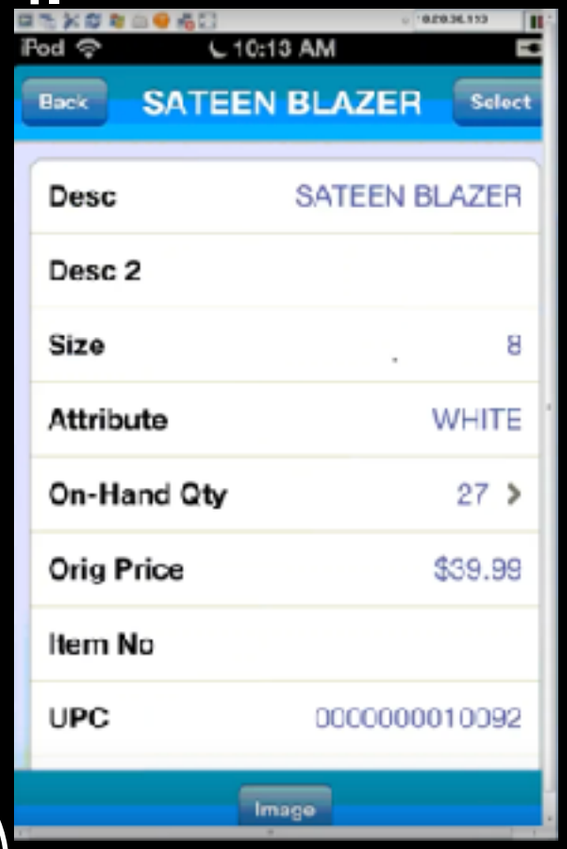
Scroll the list or type in the search box: blaze

3.



Check that it is the correct item, Tap size 8

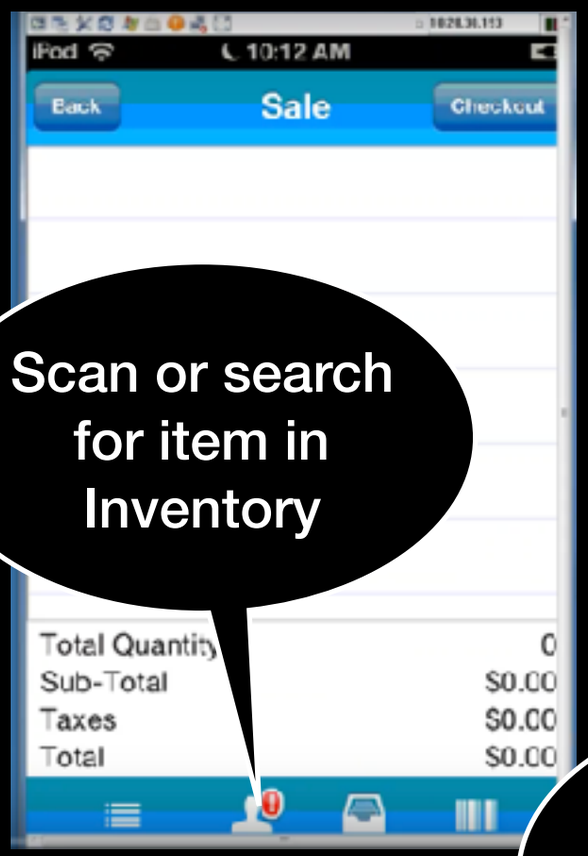
4.



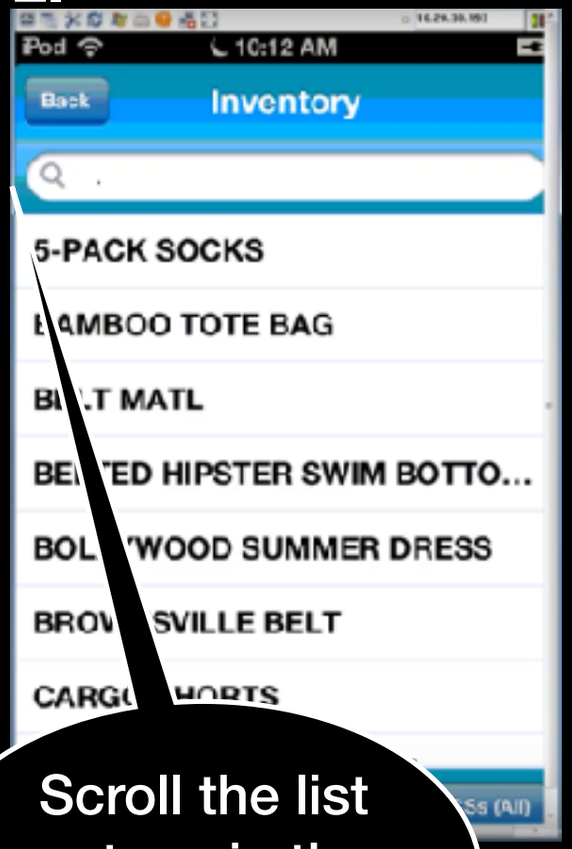
Digital conversation during Point of Purchase

Ex) A sales assistant finish a customers purchase process of a blazer and a belt on the sales floor. The following screen-shots show the sales assistant´s interaction with the Mobile Sales Assistant, MSA, run on an iPod.

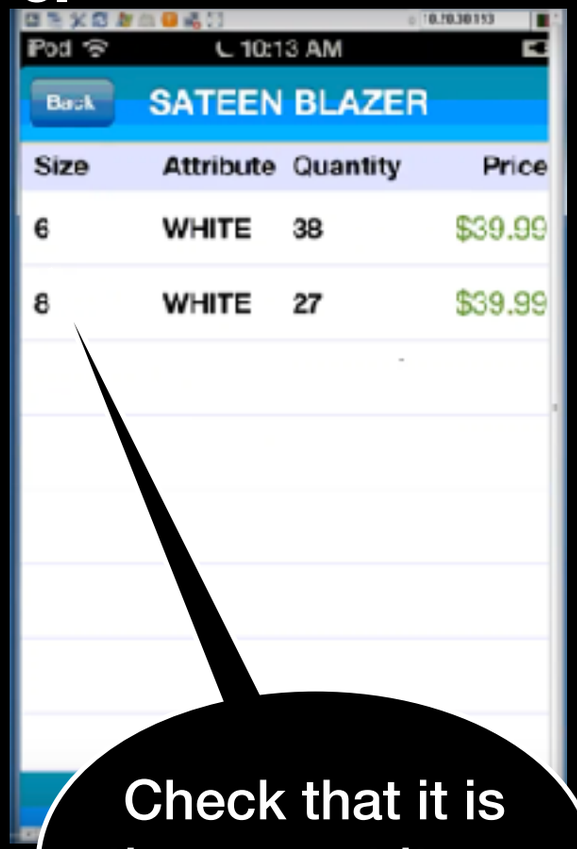
1.



2.



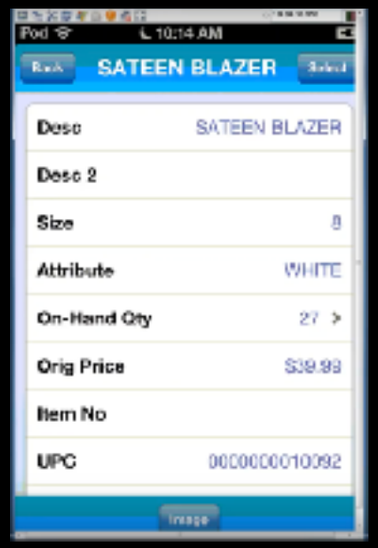
3.



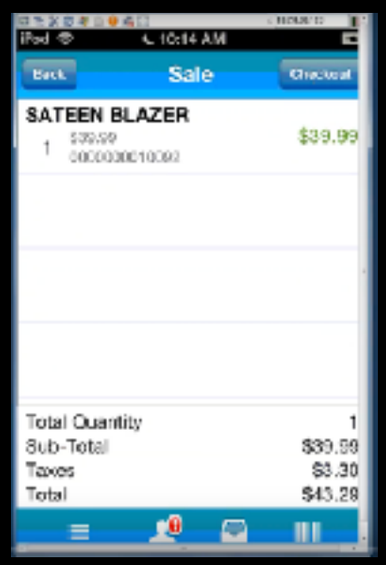
4.

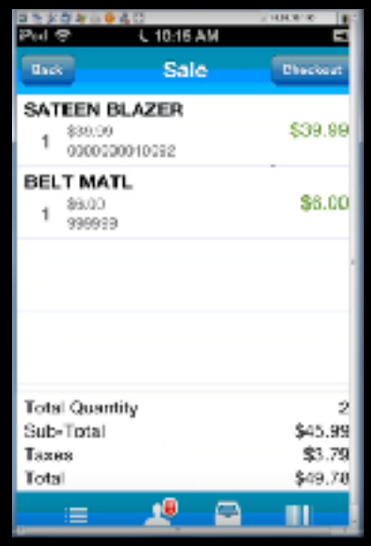
5.

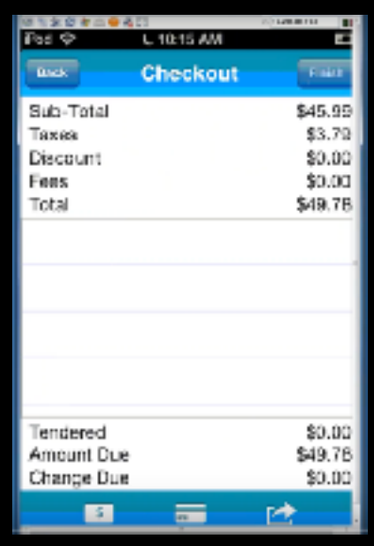
6.

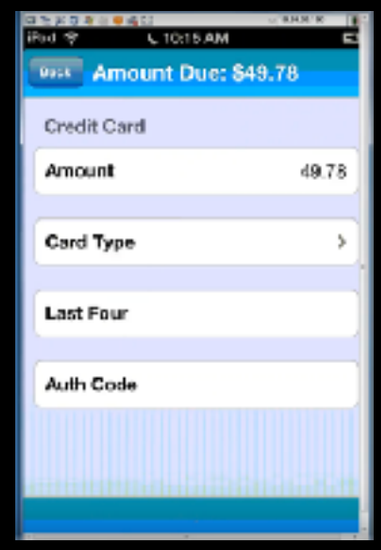


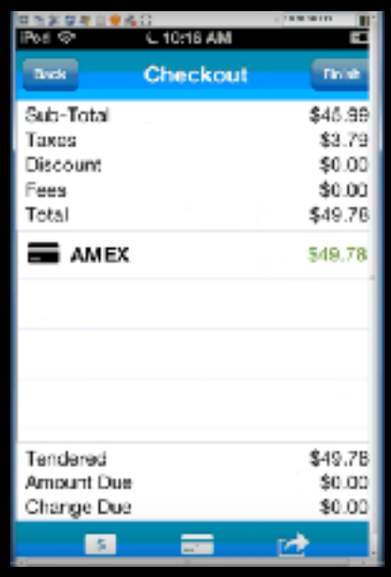
7.

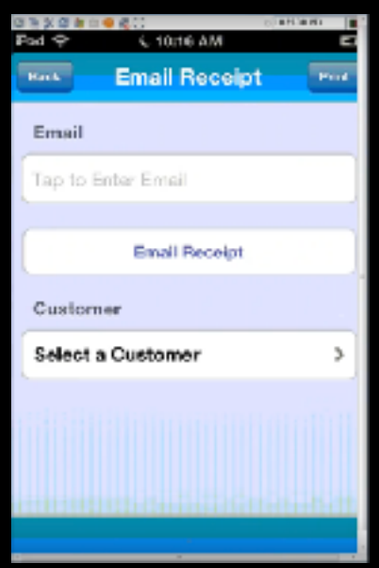


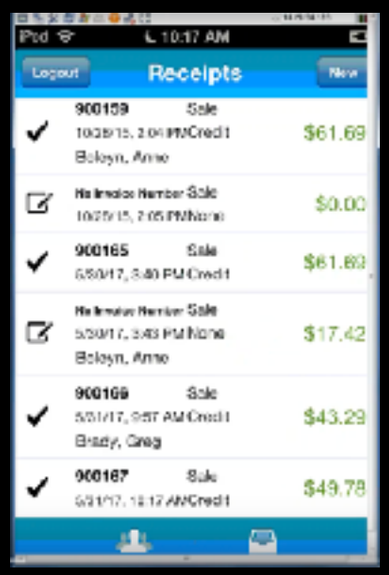










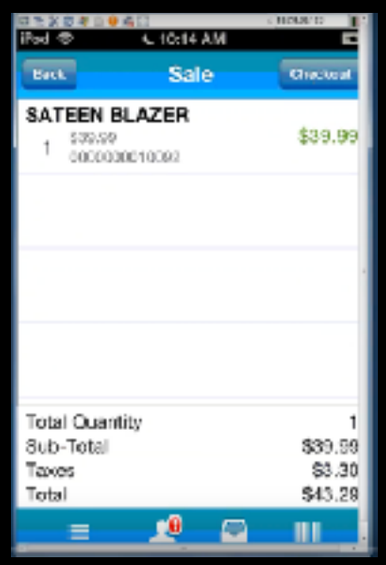


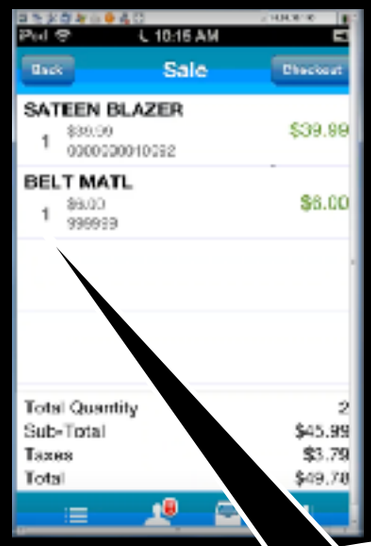
- The purchase of 2 items involves interacting with 20-26 windows on the MSAs screen.
- The digital conversation is ongoing while having an analogue conversation with

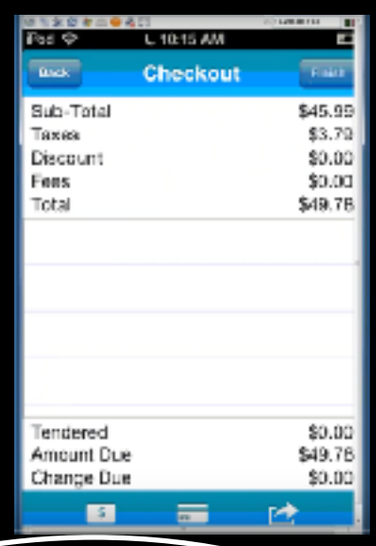
5.

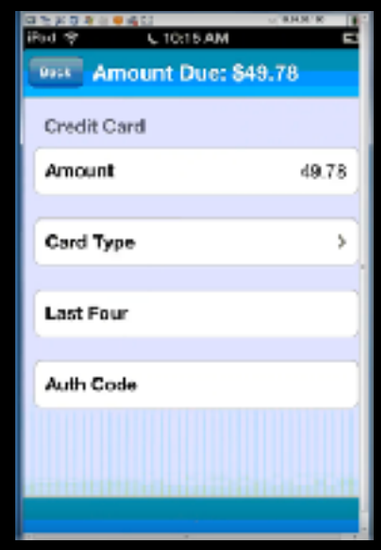
6.

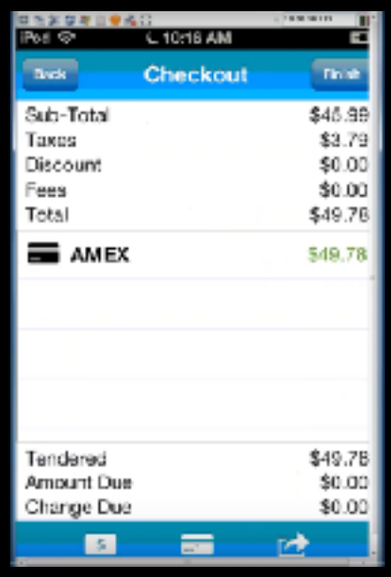
7.

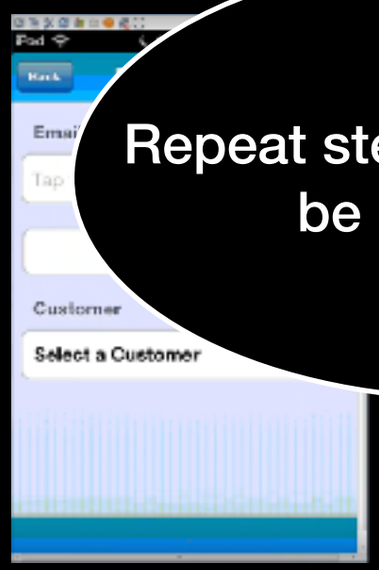


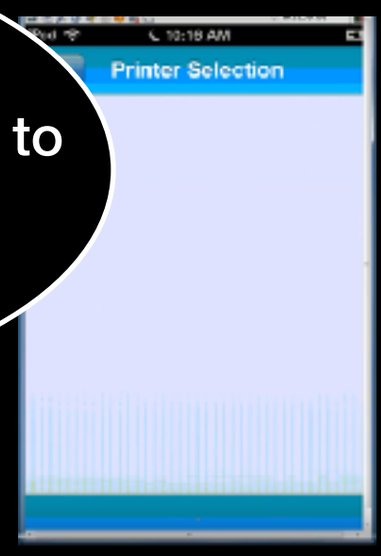




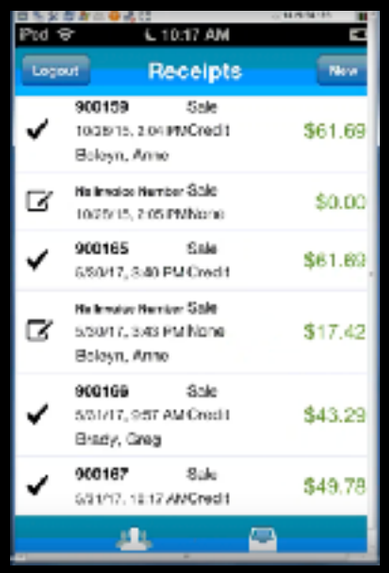








Repeat step 1-7 for each to be purchased



- The purchase of 2 items involves interacting with 20-26 windows on the MSAs screen.
- The digital conversation is ongoing while having an analogue conversation with

Some Early Conclusion

- Salespersons multitasking during the purchase process in store involves ongoing digital and analogue conversations.
- Training of salespersons focuses on customer service, communication and sales work.
- Digital knowledge and skills needed at the digitalised checkout are regarded as common sense and something that you are expected to learn outside the work.
- Introduction to the cash register, the basic features of the POS system is often a short instruction.

Some Early Conclusion

- Knowledge of economic concepts, models and skills to interpret and communicate statistics enables salespersons to engage in the digitalised checkout practice.

- The mathematics at the checkout is performed in ”collaboration” with the POS system - The system does the arithmetic calculations, and the salesperson is the information provider, interpreter, translator and problem solver.

- Salespersons mathematic, economic and digital knowledge and skills enable and constrain further career in the retail sector.