



DELEK US

Case Study

Delek is a leading convenience store chain in the southwest offering excellent customer service and reliable convenience across more than 260 locations. Delek has implemented Mashgin self-checkout kiosks to make their checkout process even faster and easier for customers.

Challenges

Delek US operates a leading gasoline station and convenience store chain in the United States, with more than 260 locations, providing quality fuel and services to its customers. In addition to being known for its fast, friendly service and convenience stores, Delek prides itself on offering competitive prices at the pump. As the company continues to grow its DK store brand, it remains committed to delivering the same exceptional customer experience it has always been known for.

The team at Delek recognized that they had a few challenges to address in order to optimize the customer experience. It was essential to reduce the amount of friction at the checkout while also increasing transaction speed. At the same time, it was also necessary to ensure that each store could best utilize staff to provide excellent customer service and satisfaction levels across their entire store network. To solve these challenges, Delek US decided to invest in advanced



Once our customers try DK Touch-Less, they fall in love and don't want to shop any other way. We've thus completely rethought our store experience, where in-store signage and associate greeters direct customer flow to these units.

Darshan Gad

Senior Vice President of Retail Sales,
Delek US



Results

300%

300% Faster Transactions

Customer checkout times of under 15 seconds is 3x convenience store average.

67%

67% Shorter Lines

Mashgin kiosks reduced checkout times by 67 percent.

70

70 Locations with Mashgin

Delek US has installed Mashgin at 70 of its convenience store locations.

ABOUT MASHGIN

Mashgin is the world's fastest self-checkout system. Using computer vision, Mashgin identifies items and instantly rings them up all at once. Customers simply place down their items and pay. Transactions on Mashgin are up to 400% faster than a cashier and 800% faster than traditional self-checkout solutions, resulting in shorter lines, more sales, and happier customers.

200M
Transactions

3K
Locations

4x
Faster



self-checkout technology with Mashgin kiosks, which, when introduced, would be known as DK Touch-Less.

Delek US first installed Mashgin self-checkout kiosks in the summer of 2020. With Mashgin, customers place any items they wish to purchase on a tray under the kiosk's cameras, where all items are recognized and totaled automatically — without barcode scanning. Items are recognized in under a second, and customers can pay with their payment method of choice. Using Mashgin increased checkout speed by 300% and led to an impressive 67 percent reduction in average checkout time, with some customers now able to complete their transactions in under 15 seconds.

The sheer convenience of these Mashgin kiosks has proven irresistible to consumers of all ages and backgrounds, who cite the speed and accuracy of the checkout process as primary reasons for its widespread

adoption. Customers appreciate the ability to avoid lines and complete their transactions quickly. Delek US has reported an incredibly high level of customer adoption for this new option. As a result of the positive feedback from customers and clear ROI, DK has since expanded to 70 of their higher-velocity stores.

In addition to drastically reducing wait times for shoppers, Delek's investment in advanced self-checkout technology has had positive implications from a financial standpoint. With each Mashgin kiosk handling a higher customer volume, staff can be utilized more effectively while still providing exceptional customer service throughout its store network. Overall, this strategic shift towards automation helps ensure that Delek remains competitive in today's busy retail landscape.



Business Name:

Delek US

Industry:

Petroleum, Convenience Stores

Headquarters:

Brentwood, TN



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