

Fix Price implements analytics technology for monitoring checkout interactions

The pilot project will span 200 stores and run until mid-2025

21 January 2025 – Fix Price has launched a project to implement audio analytics for assessing the quality of cashier interactions with customers. In the fourth quarter of 2024, this solution was introduced in 20 Company-operated stores in Russia, with plans for expansion to 200 stores in the first quarter of 2025. The results of the pilot project will be evaluated by mid-2025.

The technology records audio data from checkout interactions and transmits it to a processing centre where the audio files are converted to text using language models. By analysing these texts, the system evaluates key aspects of cashier interactions with customers, such as service politeness, inquiries about signing up for the loyalty card, checking if the bag is needed, and identifying potential conflict situations. When conflicts arise, the technology automatically alerts the store manager to ensure prompt resolution.

“We are consistently implementing innovations to enhance service quality in our stores. Previously, we successfully executed projects involving video analytics for monitoring queues, shelf replenishment quality, and the condition of the sales floor. In collaboration with Smart Retail Tech, we have now introduced audio analytics and are currently testing its effectiveness in evaluating cashier interactions with customers. Initial results indicate that the solution accurately monitors adherence to communication standards and effectively identifies conflicts. This enables us not only to assess service quality but also to continuously improve it.”

Oleg Leksin, IT Director at Fix Price

ABOUT THE COMPANY

Fix Price (AIX: FIXP.Y; MOEX: FIXP), one of the leading variety value retailers globally and the largest in Russia, offers its customers a compelling and constantly updated assortment of non-food goods, including personal care and household products, and food items at low fixed price points.

As of 31 December 2024, Fix Price was operating 7,165 stores in Russia and other countries, all of them stocking approximately 2,000 SKUs across around 20 product categories. As well as its own private brands, Fix Price sells products from leading global names and smaller local suppliers. As of 30 September 2024, the Company was operating 13 DCs covering 81 regions of Russia and 9 other countries.

In 2023, the Company recorded revenue of RUB 291.9 billion, EBITDA of RUB 53.1 billion and net profit of RUB 35.7 billion, in accordance with IFRS.

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