



Transforming Transactions
into Relationships

NCR EasyPoint™ Solutions: Healthnotes® Online

The NCR EasyPoint Solution with the Healthnotes application is designed for supermarkets, pharmacies, and general merchandisers to deliver science-based health and nutritional information to answer consumers' health questions.

Retailers can use Healthnotes to:

- Improve levels of customer service by making health and nutritional information available to consumers via a convenient, interactive touchscreen kiosk.
- Turn consumer and employee education into increased sales.



It can be a challenge for retailers to provide the expert information that consumers demand when shopping for dietary supplements, vitamins, and herbal remedies. Healthnotes provides a ready resource with trustworthy information that answers consumers' questions and aids purchasing decisions.

Healthnotes was designed for time-sensitive consumers looking for answers about important health questions. Consumers can find what they need with just three touches, and they can print the information free-of-charge to take home for further review.

Improve customer service levels

The Healthnotes solution is designed to make it faster, easier, and more convenient for your consumers to research information on health concerns, nutritional supplements, herbal remedies, homeopathic remedies, diet, food and nutrition, and drug-nutrient interactions and depletions.

Every article is fully referenced and balanced. Consumers can trust Healthnotes to give them the complete story regarding research about specific dietary supplements or herbal remedies. Consumers can also take comfort in the privacy of the kiosk to find information they may feel uncomfortable asking a doctor or pharmacist.

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Turn consumer knowledge into increased sales

With a vast database of health information at their fingertips, your consumers can make informed and confident purchasing decisions. This comfort level will increase revenue through up-selling and increased market basket size.

The Healthnotes solution is equipped with a statistic screen that tracks which articles consumers are accessing, and which topics attract the most interest. This information enables retailers to merchandise more effectively with tailored promotions and displays.

Exciting new features

Healthnotes offers Foodnotes, which gives consumers detailed information on healthy eating, special diets, recipes, and nutritional information about specific foods.

Healthnotes also has on-screen Staff Training. This feature trains staff on important health issues, and includes easy-to-follow instructions on kiosk system care and tips for increasing sales using the kiosk.

Robust hardware platform

Leveraging expertise in developing and supporting high-usage self-service equipment, NCR has developed a Web-enabled, self-service terminal that utilizes touchscreen technology and a variety of peripherals in an integrated, compact, and robust design. NCR EasyPoint consists of high-quality components and a feature-rich design that provides a reliable and flexible interactive experience for the end-user.

Software components to enhance your solution

NCR has developed software platform components that take a modular approach to providing key application functionality that enhances the usability and robustness of the kiosk solution. This approach allows NCR partners and customers to choose

components that are most relevant for their needs. Some of the key components include:

- Application management
- Systems management
- Web browser enhancements
- Development tools
- Store system interfaces
- Controlling menu for multiple applications

Services you can count on

NCR EasyPoint Solutions are supported by our responsive global services team. NCR offers complete solutions to meet a retailer's business challenges with services including:

- Business/IT consulting and planning services
- Custom design services
- Integration services
- Project management
- Remote monitoring and maintenance

NCR retail experts will work closely with retailers to ensure that NCR EasyPoint Solutions support their business objectives and deliver the value that they – and their customers – expect.

For more information about NCR EasyPoint Solutions and other NCR solutions for the retail industry, contact your local NCR representative or visit NCR at www.ncr.com.



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NCR continually improves products as new technologies and components become available. NCR, therefore, reserves the right to change specifications without prior notice.

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Patents Pending

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