



CASE STUDY

Liberty University

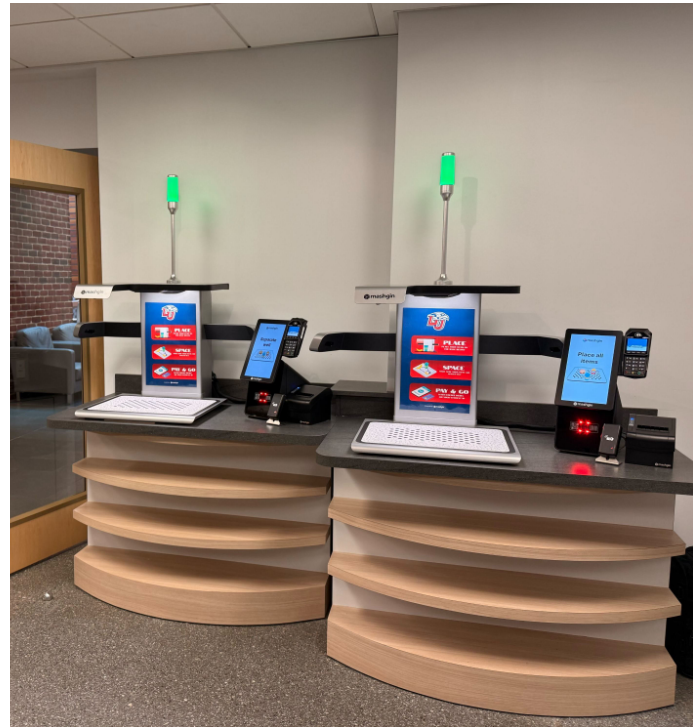
LOCATION:	Montview Market
PHYSICAL LOCATION:	Student Union
TYPE:	C-Store / Food Hive Concept
DEPLOYMENT:	2 Mashgin Units
GO LIVE:	August 15, 2025
PRODUCT MIX:	CPG items, open-plated foods, and grab & go offerings

The challenge

Liberty University's previous convenience format (**The Grid – Fall 2024**) experienced strong demand but was constrained by traditional checkout and limited throughput during peak traffic periods. Long lines, staffing limitations, and checkout friction restricted the store's ability to fully capture demand—particularly during class transitions and evening rushes.

As part of a broader renovation and concept upgrade to **The Hive – Fall 2025**, Liberty sought a checkout experience that could:

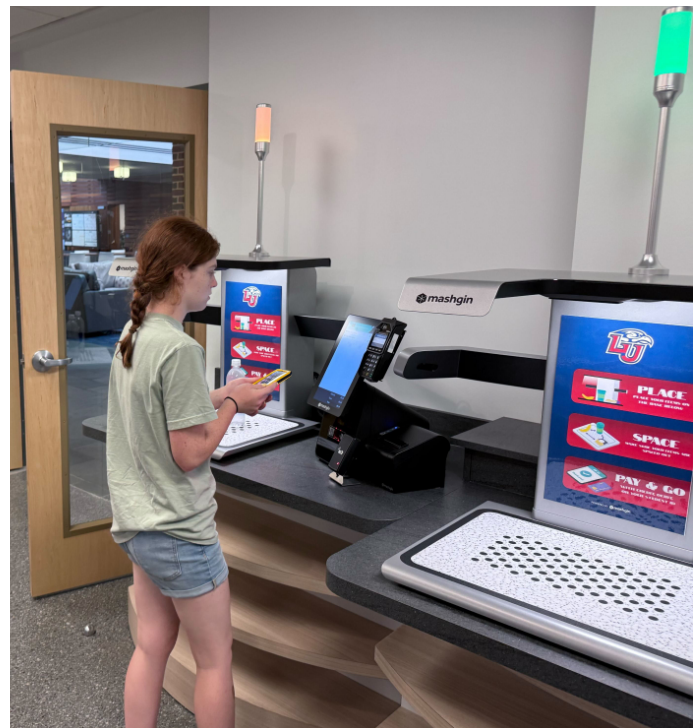
- Move students through the store faster
- Reduce line congestion
- Support significantly higher traffic and sales volume
- Scale alongside expanded product assortment and store demand



The solution

As part of the Montview Market transformation into **The Hive**, Liberty University deployed **two Mashgin kiosks**.

Mashgin's computervision technology allows students to place multiple items on the tray and complete checkout in seconds—without scanning barcodes or waiting for a cashier. This frictionless experience dramatically increased transaction speed while supporting the **Hive's** expanded food and retail offering.



Feedback & Satisfaction

STUDENT FEEDBACK

“ It's super fast. You just drop your stuff down and you're done.

“ I love the new checkout mechanism. They also got such an upgrade in their food options since I've been here! I like how it is faster and keeps the line down.

“ Everything has been great when I have gone in. There has always been fresh food when I needed something quick and it has been great. The service and checking out has been easy so that I can get back to work quicker.

SODEXO FEEDBACK

“ The deployment team was awesome and did a really nice job helping us get almost 1,000 items in the system before we opened. We have broken records with our topline revenue over prior year and think the sky's the limit because we haven't been able to get optimal staffing levels achieved to keep shelves fully stocked at all times. Overall, we are very happy with the Mashgin selfcheckout system, and the students seem to love it. We are looking at potentially adding a third kiosk in the future.

Keith Wilson
Retail Operations Manager

UNIVERSITY FEEDBACK

“ We have been extremely happy with the results we are having at our newly renovated Food Hive location, and a big reason for this is the Mashgin technology that we introduced. Students are getting in and out faster now and our sales are up over 26% from last year. Mashgin has also been a pleasure to work with and are even working on software improvements for us to allow us to take meal equivalencies. I would highly recommend Mashgin to anyone interested in upgrading their technology on campus.

The impact

Sales & Transaction Growth

The introduction of Mashgin, combined with the new Hive concept, delivered immediate and measurable performance gains.

	TRANSACTIONS	SALES
The Grid – Fall 2024	143,281	\$736,170.20
The Hive – Fall 2025	156,686	\$930,250.23

KEY RESULTS

+13,405

ADDITIONAL TRANSACTIONS

YEAR OVER YEAR

+\$194,080

IN INCREMENTAL SALES

26%+

SALES GROWTH

DRIVEN BY HIGHER THROUGHPUT
AND FASTER CHECKOUT

Bottom line

With the deployment of just (2) Mashgin units, Liberty University's Montview Market Hive achieved:

26%

YEAR OVER YEAR SALES GROWTH

HIGHER TRANSACTION VOLUME WITH
FASTER CHECKOUT

IMPROVED STUDENT SATISFACTION
AND STORE FLOW

A SCALABLE FOUNDATION
FOR FUTURE GROWTH

INCLUDING POTENTIAL EXPANSION TO A THIRD KIOSK

Mashgin proved to be a critical driver of both operational efficiency and revenue growth in Liberty University's next generation campus retail environment.