



## CASE STUDY

# Northern Arizona University

**LOCATION:** Food Hive at University Union

**PHYSICAL LOCATION:** Student Union

**TYPE:** Retail / Convenience

**DEPLOYMENT:** 2 Mashgin Units

**GO LIVE:** August 4, 2025

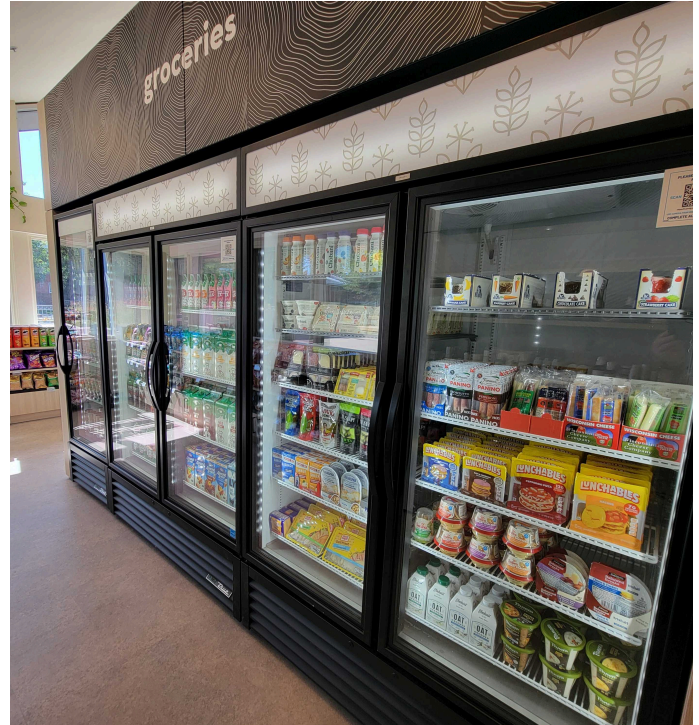
**PRODUCT MIX:** Hot and cold grab & go items, quick bites, self serve beverages, local and grocery products, produce, and everyday essentials

# The challenge

Prior to renovation, the previous convenience space at Northern Arizona University was limited in both layout and capacity. Product assortment was tightly packed, operating hours were restricted, and the space was not designed to support high-volume traffic.

As part of the transition to the Food Hive concept, NAU sought a modern checkout solution that could:

- Support expanded retail space and product assortment
- Enable longer operating hours without creating checkout bottlenecks
- Improve store flow and customer experience during peak periods
- Scale with increased traffic and sales volume



# The solution

Northern Arizona University deployed two Mashgin kiosks at the Food Hive in the University Union.

Mashgin's computervision technology allows customers to place multiple items on the tray and complete checkout in seconds—eliminating barcode scanning and significantly reducing friction at the point of sale. The solution complemented the Food Hive's expanded footprint and helped support longer operating hours while maintaining fast, reliable checkout.

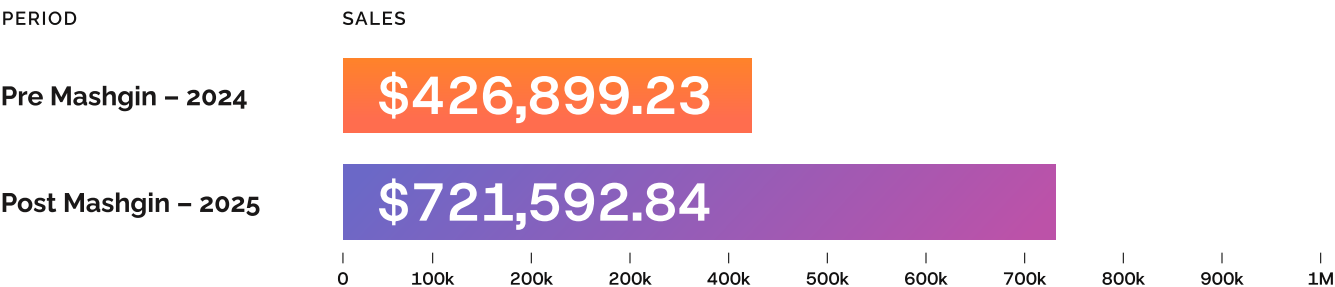




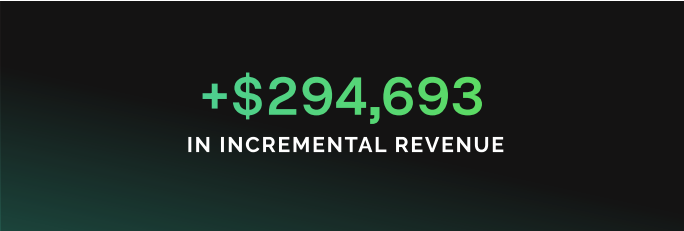
# The impact

## Sales Performance

Following the introduction of Mashgin and the Food Hive retail concept, the location experienced strong year over year revenue growth.



### KEY RESULTS



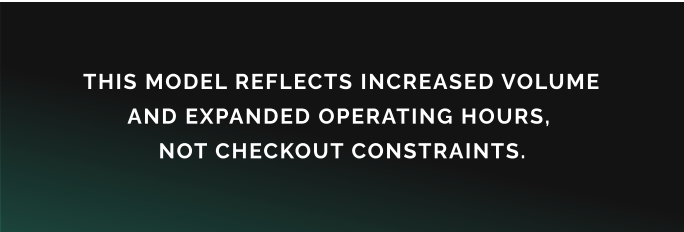
Increased capture of demand driven by faster checkout and longer hours

## Labor & Staffing Optimization

The redesigned Food Hive shifted labor away from hot food production and toward retail execution and availability.

### Current staffing model includes:

- 4-5 fulltime team members
- Multiple parttime associates
- Dedicated fulltime stocker/receiver
- Onsite supervisor support



### With Mashgin handling the majority of checkout volume:

- Only one cashier is required at a time (cash transactions)
- Cashiers are able to support multiple functions, including guest assistance and payment exceptions
- Additional labor hours are strategically focused on stocking and replenishment to keep pace with demand

## Expanded Operating Hours

The introduction of Mashgin supported a significant expansion in store accessibility.

### PREVIOUS HOURS

Monday–Friday: 9:30am – 10:00pm  
Saturday–Sunday: 6:00pm – 10:00pm

### CURRENT HOURS

Monday–Friday: 9:30am – 10:00pm  
Saturday–Sunday: 9:30am – 10:00pm

Extended hours allow NAU to better serve students throughout the day and evening, capturing additional sales opportunities.

## Shrink & Store Control

Shrink levels remain **proportionate to increased volume and expanded retail space**, consistent with expectations for a higher traffic, higher assortment environment.

## Feedback & Satisfaction

### STUDENT FEEDBACK

“ Mashgin has been great, especially when I've had a long day where I do not feel like having human interactions.

*Student, Culinary Council Session*

### SODEXO FEEDBACK

“ The Mashgin units are never a problem — we like them.

*Gina Rios, General Manager*

### UNIVERSITY FEEDBACK

“ This is the perfect application. It's a much better solution than other frictionless checkout models and fits the Food Hive concept extremely well.

# Bottom line

With the deployment of **(2) Mashgin units**, Northern Arizona University's Food Hive achieved:

**69%**

YEAR OVER YEAR REVENUE GROWTH

FASTER, MORE CONVENIENT CHECKOUT FOR  
STUDENTS AND GUESTS

EXPANDED OPERATING HOURS WITHOUT  
CHECKOUT BOTTLENECKS

A SCALABLE RETAIL MODEL ALIGNED TO  
MODERN CAMPUS NEEDS

Mashgin has become a key enabler of NAU's nextgeneration campus retail experience—supporting growth, efficiency, and customer satisfaction.

