# Lidl launches search for a distinctly Scottish voice for self-checkouts



Lidl is embarking on a distinctive initiative aimed at enriching the shopping experience in Scotland by inviting local customers to audition for the voice of its self-checkouts. The supermarket chain's quest for an "unexpected Scottish voice" underscores its commitment to celebrating regional culture and enhancing customer engagement. This strategy not only aims to embrace local identities but also reflects a broader trend among retailers to personalise customer interactions within their stores.

The approach mirrors similar campaigns seen in the industry, notably Tesco's 'voice of the checkout' competition launched in late 2022, which invited customers to submit TikTok auditions for a chance to lend their voice to self-service checkouts. This campaign garnered significant attention, attracting over 3,000 auditions and showcasing the power of social media in engaging modern consumers. The initiative reflects an innovative marketing strategy that many brands are leveraging to foster a sense of community and customer involvement.

Additionally, Lidl isn't solely focused on customer engagement through vocal participation. The chain recently introduced card-only transactions at its self-checkouts in Scotland, while still maintaining cash as an option at staffed tills. This operational change is part of a wider shift in the retail sector towards cashless transactions, aimed not only at streamlining checkout processes but also at enhancing efficiency and security. Such adaptations firmly position Lidl as a forward-thinking player in the competitive supermarket sector.

This focus on local talent in its checkout technology juxtaposes Lidl's strategy with other retailers. For instance, the success experienced by Tesco — where the chosen contestant became a celebrated voice across most stores — exemplifies how brands can engage with consumers in innovative ways beyond traditional marketing approaches.

Interestingly, customer engagement through voice has seen quirky expressions in the past, such as the viral performances of a Lidl checkout assistant in Derbyshire, whose operatic renditions sparked joy during challenging times. This instance illustrates the potential for customer interactions at retail points to transcend mere transactions, creating memorable experiences that resonate with shoppers.

As Lidl seeks to introduce a uniquely Scottish element to its self-checkouts, it not only reflects the growing trend of personalisation in retail but also actively engages with its customer base in a manner that values local culture and identity. This initiative embodies a future where the shopping experience is not merely about purchasing goods, but also about fostering a connection with the community and enhancing overall customer satisfaction.

### Reference Map

1. Paragraphs 1, 2, 3, 4
2. Paragraph 5
3. Paragraph 6
4. Paragraph 7

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.thegrocer.co.uk/news/lidl-invites-scots-customers-to-audition-to-be-the-voice-of-its-scottish-self-checkouts/704302.article> - Please view link - unable to able to access data
2. <https://www.thegrocer.co.uk/news/lidl-invites-scots-customers-to-audition-to-be-the-voice-of-its-scottish-self-checkouts/704302.article> - Lidl is seeking a distinctive Scottish voice for its self-checkouts in Scotland. The supermarket chain is inviting Scottish customers to audition for this role, aiming to add a local touch to the shopping experience. This initiative reflects Lidl's commitment to embracing regional identities and enhancing customer engagement in Scotland.
3. <https://www.grocerygazette.co.uk/2022/11/24/tesco-new-self-checkout-voice/> - In November 2022, Tesco announced the winner of its 'voice of the checkout' TikTok competition, which attracted over 3,000 auditions. The chosen voice, that of 27-year-old veterinary surgeon Izzy, is now featured on self-checkouts across nearly all Tesco stores. This campaign highlights Tesco's innovative approach to customer engagement and the popularity of TikTok as a platform for such initiatives.
4. <https://www.bbc.com/news/uk-england-derbyshire-53741531> - Lily Taylor-Ward, a 24-year-old checkout assistant at Lidl in Sandiacre, Derbyshire, gained national attention for her impromptu opera performances outside the supermarket. Her singing sessions, initially started to entertain queuing customers during the Thursday night clap for carers, led to a viral response, including a performance for Captain Sir Tom Moore on his 100th birthday.
5. <https://www.thegrocer.co.uk/tesco/tesco-on-tiktok-shoppers-invited-to-be-new-voice-of-the-checkout/671807.article> - In September 2022, Tesco launched its first TikTok post, announcing a competition for customers to become the new voice of its self-service checkouts. Participants were encouraged to duet with Tesco's video and use the hashtag #tescovoiceofcheckout. The campaign quickly gained traction, amassing over 83,000 followers and more than 1.1 million views within 24 hours, showcasing the effectiveness of social media in customer engagement.
6. <https://www.heraldscotland.com/news/national/uk-today/22645433.tesco-holding-auditions-become-new-voice-checkouts/> - Tesco's TikTok competition to find a new voice for its checkouts invited customers to audition by duetting with Tesco's video and using the hashtag #TescoVoiceOfCheckout. The winner would not only become the voice of Tesco supermarkets but also have the chance to win up to 10,000 Clubcard points. This initiative reflects Tesco's innovative approach to customer engagement and the popularity of TikTok as a platform for such campaigns.
7. <https://www.scotsman.com/news/uk-news/the-major-change-being-introduced-at-many-lidl-stores-across-scotland-4781867> - Lidl has introduced changes at self-checkouts in Scotland, including signs indicating that self-checkouts are now card-only, with cash still accepted at staffed tills. This move reflects a broader trend in the retail industry towards cashless transactions, aiming to streamline the checkout process and reduce handling of cash, while still accommodating customers who prefer to pay with cash at manned tills.