# Lidl seeks unexpected Scottish voice to personalise self-checkouts and promote healthier shopping



Lidl is stepping into the spotlight with an innovative initiative aimed at enriching the shopping experience for its customers in Scotland. The supermarket chain is on the lookout for an "unexpected Scottish voice" to enhance its self-checkout systems across the country. This move not only reflects Lidl's commitment to community engagement but also aims to create a more personalised atmosphere in its Scottish stores.

In inviting local customers to audition for this unique role, Lidl hopes to infuse a local touch into its technology-driven shopping experience. This approach aligns with a growing trend among retailers who are increasingly recognising the importance of local identity in customer interactions. By giving a voice from within the community, Lidl is reinforcing its brand’s connection to Scottish consumers, making the shopping experience feel more welcoming and familiar.

This initiative echoes similar efforts seen across the retail sector, notably from Tesco, which has recently launched its own auditions for a new checkout voice, offering participants the chance to win a substantial number of Clubcard points. Such moves by Tesco, including a lively campaign on TikTok, demonstrate how supermarkets are leveraging social media to engage customers creatively and dynamically. The spirited engagement highlights a shift toward customer-centric marketing strategies in retail, where companies try to stand out in a competitive landscape by involving patrons directly in their branding initiatives.

However, the introduction of self-checkouts has not gone without criticism. In Aberdeen, Lidl's rollout of self-service tills has yielded mixed reactions among customers. Some express concerns regarding job losses and the effectiveness of self-checkouts, revealing a divide in preferences between traditional tills and the newer, automated options. This mirrors a broader discourse within the industry, where the efficiency of self-service is weighed against the social aspect of traditional checkout experiences and the potential for job displacement.

Moreover, this initiative isn't just about replacing voices; it's also tied to broader changes in store layouts. Lidl has been revamping its stores by reallocating space to better feature healthier products while incorporating self-checkouts. This strategic shift not only aims to streamline operations but also indicates a commitment to promoting healthier choices among consumers, aligning with Lidl's goal of boosting sales of health-oriented items by 2025.

The idea of engaging customers through unique initiatives like this is becoming a focal point in retail marketing. As companies like Lidl and Tesco adopt creative approaches to promote their services, they heighten customer loyalty and enhance the overall shopping experience, ensuring that retail remains personable and connected to the communities they serve.

By inviting Scottish voices into its stores, Lidl not only champions local talent but also opens the floor for a deeper connection between the brand and its customers—something that is vital in today’s increasingly automated shopping environment.

### Reference Map

1. Paragraphs 1, 2, 4, 7
2. Paragraphs 1, 3, 4
3. Paragraphs 3, 5
4. Paragraphs 4, 7
5. Paragraph 3
6. Paragraph 2
7. Paragraphs 4, 5, 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 enhance the shopping experience with a local touch. This initiative reflects Lidl's commitment to community engagement and personalized service in its Scottish stores.
3. <https://www.heraldscotland.com/news/national/uk-today/22645433.tesco-holding-auditions-become-new-voice-checkouts/> - Tesco has launched auditions for a new 'voice of the checkout' for its self-service tills. The initiative invites customers to submit their voices, with the winner receiving 10,000 Clubcard points. This move aims to refresh the self-checkout experience and engage customers in a unique way.
4. <https://www.aberdeenlive.news/news/aberdeen-news/readers-hate-new-self-checkout-7441663> - Lidl's introduction of self-checkout tills in Aberdeen has received mixed reactions from customers. Many express concerns about job losses and the effectiveness of the new system, highlighting a divide in customer preferences between traditional tills and self-service options.
5. <https://www.glasgowworld.com/read-this/tesco-launches-tiktok-search-for-the-voice-of-the-checkout-at-self-service-tills-and-aldi-didnt-hold-back-3861358> - Tesco has initiated a TikTok campaign to find the next 'voice of the checkout' for its self-service tills, offering participants a chance to win up to 10,000 Clubcard points. The campaign has garnered significant attention, with competitors like Aldi humorously engaging in the challenge.
6. <https://www.bbc.com/news/uk-england-derbyshire-53741531> - Lily Taylor-Ward, a checkout assistant at Lidl in Sandiacre, Derbyshire, gained national attention for her operatic performances outside the supermarket. Her singing sessions have attracted a large following, showcasing the community's appreciation for her talent.
7. <https://www.thegrocer.co.uk/news/lidl-makes-big-changes-to-store-layouts-and-adds-self-checkouts/697353.article> - Lidl is revamping its store layouts by introducing self-checkouts and reallocating space to promote healthier products. The changes aim to enhance the shopping experience and align with Lidl's goal of increasing sales of healthy items by 2025.