

DK stores cut lines in half with Mashgin's AI checkout

How DK Stores used Mashgin to make their convenience stores even more convenient

CLIENT
Delek US

INDUSTRY
Convenience Stores

LOCATION
Brentwood, TN

About Delek

Delek is a leading convenience store chain in the southwest offering excellent customer service and reliable convenience across more than 260 locations. DK Stores are headquartered in Brentwood, TN while their parent company Delek Group is located in Netanya, Israel.

Challenges

Delek US operates a leading gasoline station and convenience store chain in the United States, with more than 260 locations, providing quality fuel and services to its customers. In addition to being known for its fast, friendly service and convenience stores, Delek prides itself on offering competitive prices at the pump. As the company continues to grow its DK store brand, it remains committed to delivering the same exceptional customer experience it has always been known for. The team at Delek recognized that they had a few challenges to address in order to optimize the customer experience. It was essential to reduce the amount of friction at the checkout while also increasing transaction speed. At the same time, it was also necessary to ensure that each store could best utilize staff to provide excellent customer service and satisfaction levels across their entire store network.

Choosing Mashgin

To solve these challenges, Delek US decided to invest in advanced AI technology with Mashgin kiosks, which, when introduced, would be known as DK Touch-Less. Delek US first installed Mashgin self-checkout kiosks in the summer of 2020. With Mashgin, customers place any items they wish to purchase on a tray under the kiosk's cameras, where all items are recognized and totaled automatically — without barcode scanning. Items are recognized in under a second, and customers can pay with their payment method of choice.

Using Mashgin increased checkout speed by 300% and led to an impressive 67 percent reduction in average checkout time, with some customers now able to complete their transactions in under 15 seconds. The sheer convenience of these Mashgin kiosks has proven irresistible to consumers of all ages and backgrounds, who cite the speed and accuracy of the checkout process as primary reasons for its widespread adoption. Customers appreciate the ability to avoid lines and complete their transactions quickly.

Delek US has reported an incredibly high level of customer adoption for this new option. As a result of the positive feedback from customers and clear ROI, DK has since expanded to 70 of their higher-velocity stores. In addition to drastically reducing wait times for shoppers, Delek's investment in advanced self-checkout technology has had positive implications from a financial standpoint. With each Mashgin kiosk handling a higher customer volume, staff can be utilized more effectively while still providing exceptional customer service throughout its store network. Overall, this strategic shift towards automation helps ensure that Delek remains competitive in today's busy retail landscape.

Results

3x

FASTER TRANSACTIONS

Customer checkout times of under 15 seconds is 3x convenience store average

67%

SHORTER LINES

Mashgin kiosks reduced lines by 67 percent

70

LOCATIONS WITH MASHGIN

Delek US has installed Mashgin at 70 of its convenience store locations

Delek

"Once our customers try DK Touch-Less, they fall in love and don't want to shop any other way. We've thus completely rethought our store experience, where in-store signage and associate greeters direct customer flow to these units."

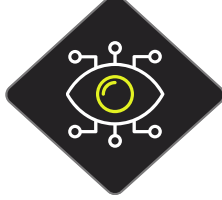


Darshan Gad Senior
Senior Vice President of Retail Sales

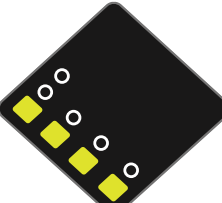
Delight customers with the world's fastest checkout

Mashgin's computer vision technology delights customers, increases sales, and maximizes staff productivity.

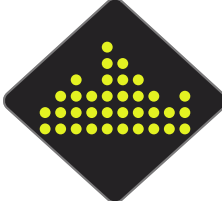
AI-powered checkout transforms your operations for maximum throughput and efficiency

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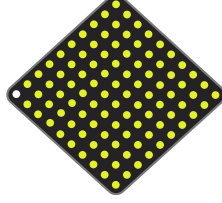
Unmatched computer vision

Our AI-powered 3D vision system recognizes items instantly—no barcodes required—delivering 99.9% accuracy for a seamless checkout experience.
- 

Maximum productivity

Reduce reliance on manual scanning and free up staff to focus on higher-value tasks, improving efficiency without increasing headcount.
- 

Insights that matter

Unlock real-time data on store performance, inventory trends, and customer behavior to make smarter business decisions.
- 

Built to scale

Whether in one store or across hundreds of locations, Mashgin adapts to your business needs with enterprise-ready AI technology.

Get instant & transformative results

- 4x

INCREASE THROUGHPUT
4X faster transactions
- 125%

BOOST SALES
125% increase in sales
- 80%

DELIGHT GUESTS
80% lower wait times
- 50%

INCREASE MARGINS
50% increase in sales per FTE

Learn how Mashgin can transform your business today.



Trained and trusted by a billion transactions



Integrated with 50+ technologies in retail and food service

PAYMENTS FREEDOM.PAYSHIFT4AURUS	LOYALTY givexvenuetizeLAVA
POINT OF SALE ORACLEcloverPDI	FUEL & RETAIL verifoneinvenco by GVRpaytronix
CAMPUS cbordtrove	CASH GLORYcpi