



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

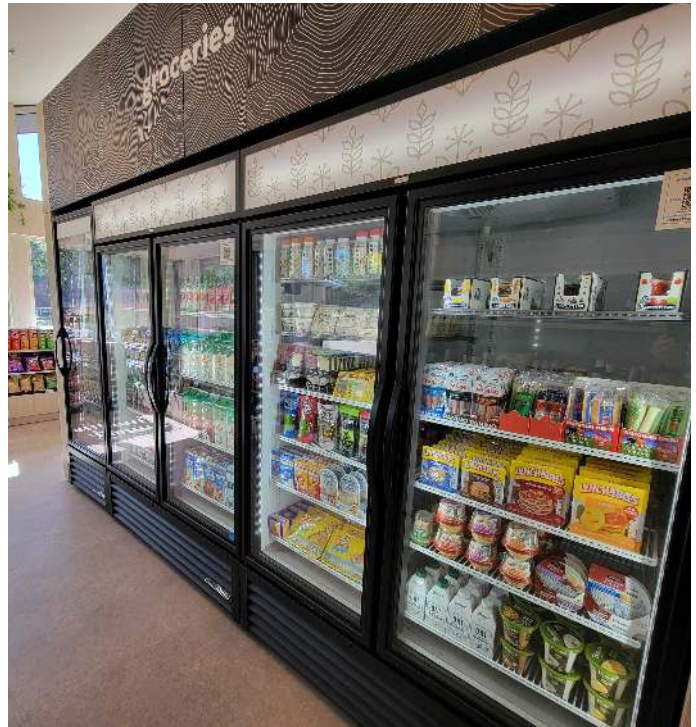
PRODUCT MIX: Hot and cold grab & go items, quick bites, self serve beverages, local and grocery products, produce, and everyday essentials

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 units at the Food Hive in the University Union.

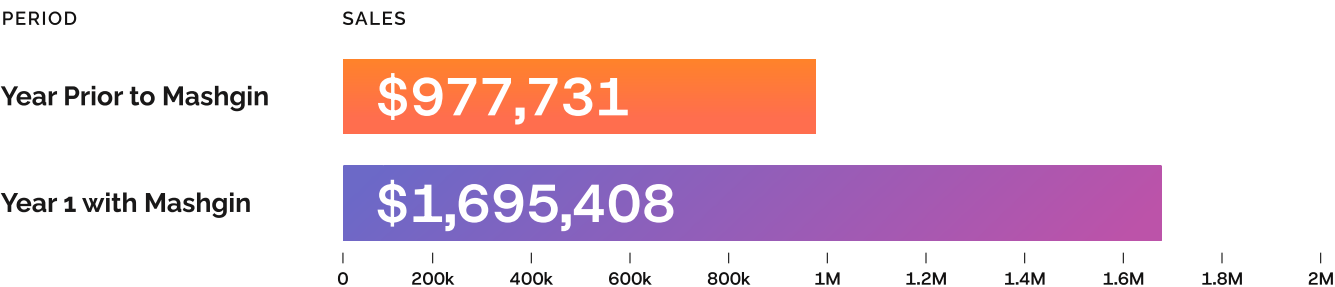
Mashgin's computer vision technology allows customers to place multiple items on the tray and complete checkout in seconds—eliminating barcode scanning and significantly reducing friction at the point of sale. The solution complemented the Food Hive's expanded footprint and helped support longer operating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



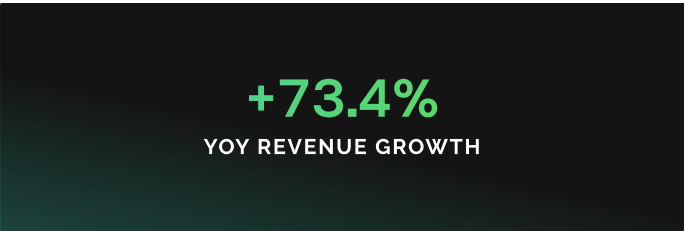
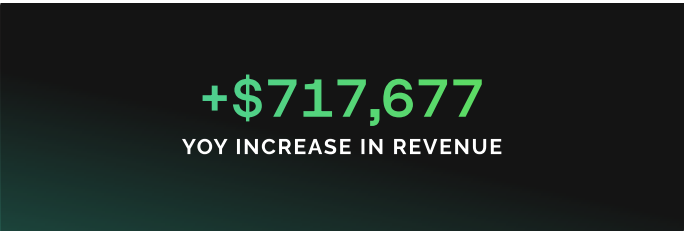
The impact

Sales Performance

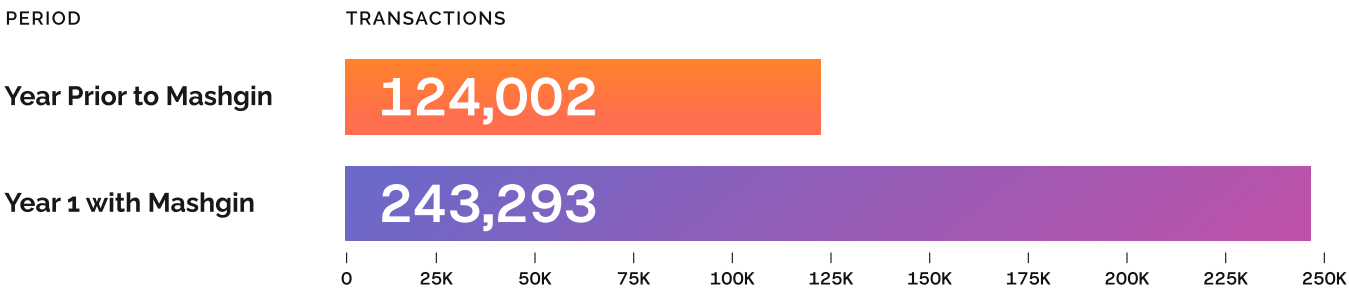
Following the introduction of Mashgin and the Food Hive retail concept, the location experienced strong revenue growth.



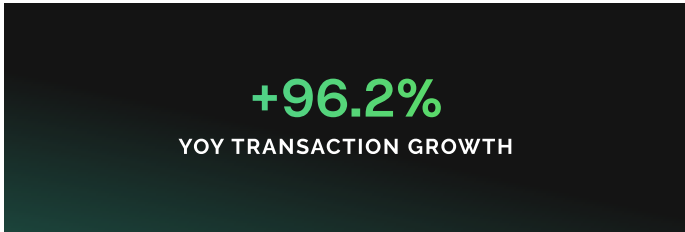
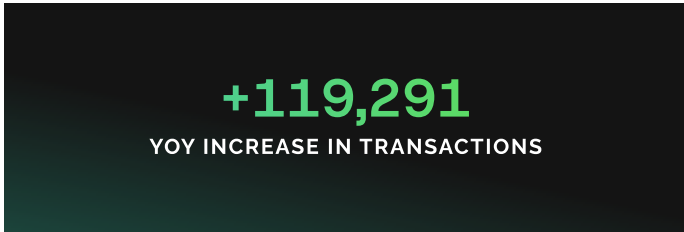
KEY RESULTS



Transaction Performance



KEY RESULTS



Revenue and transaction figures compare two 12-month periods. The year before Mashgin covers September 1, 2024 through August 31, 2025. Year 1 with Mashgin covers September 1, 2025 through August 31, 2026.

The impact

Labor & Staffing Optimization

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

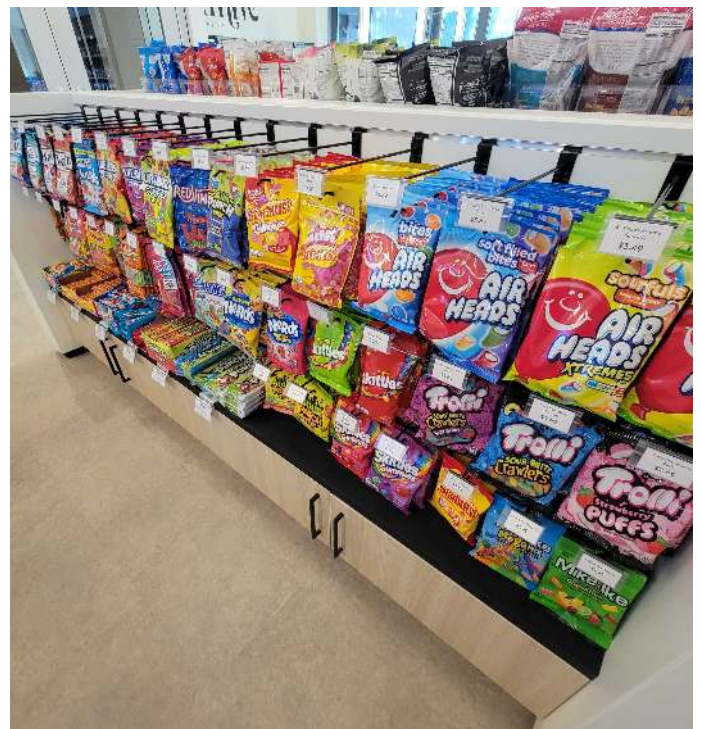
Current staffing model includes:

- 4–5 full-time team members
- Multiple part-time associates
- Dedicated full-time stocker/receiver
- Onsite supervisor support

THIS MODEL REFLECTS INCREASED VOLUME
AND EXPANDED OPERATING HOURS,
NOT CHECKOUT CONSTRAINTS.

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



The impact

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

“ We owe it to the students we serve to provide a quick and easy checkout system that gets them to class on time. Mashgin has done just that.

Rose Wilson, District 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.

NAU Dining Staff

Bottom line

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

+\$717,677

YOY INCREASE IN REVENUE

+73.4%

YOY REVENUE GROWTH

+119,291

YOY INCREASE IN TRANSACTIONS

+96.2%

YOY TRANSACTION GROWTH

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

