

SJSU Boosts Sales 18% with Mashgin’s AI Checkout System

How San Jose State University cut lines for students and improved their bottom line

CASE STUDY

CLIENT

San Jose State University

INDUSTRY

Higher Education

LOCATION

San Jose, CA

About SJSU

San Jose State University (SJSU) is California’s oldest public university, founded in 1857, and home to nearly 40,000 students. It blends a rich history with the innovative energy of Silicon Valley.

Spartan Eats, SJSU’s dining program, serves thousands of meals daily across multiple locations, aiming to offer diverse options and fast, efficient service for students, faculty, and staff.

Challenges

Operating 18 outlets and 325 staff is full of challenges, and one of the biggest among those is keeping service quick in the extremely busy Student Union at the heart of campus. Paseo Market, a small grab-and-go located within the Student Union, historically struggled with the high traffic and transaction volume within a compact space.

Despite having two registers, the market frequently experienced long queues that would spill out into the wider area of the Student Union. The volume also made it difficult for staff to have the time and space to keep it stocked during rush hours.

Choosing Mashgin

Leaning into SJSU’s spirit of innovation, Mario Martinez, Resident District Manager of Spartan Eats, brought in Mashgin’s AI Checkout as a way to both reduce lines and give staff more flexibility to work. Mashgin’s technology uses computer vision to quickly ring up items as soon as a student places them on the counter, creating a quick and easy self-checkout lane for students.

As you might expect for students living in the technology capital of the world, campus guests quickly took to the new AI-Powered option. Mashgin rapidly became the preferred way of transacting for students at Paseo Market, making up nearly 70% of store transactions today.

The first impact the team noticed from deploying Mashgin was the reduced lines at Paseo Market. With a median transaction time of 9.5 seconds on Mashgin, the speed of service had dramatically improved and the lines that once spilled onto the Student Union disappeared.

At the same time transactions increased 14%, driving 18% more total sales (12% and 16% when controlling for student growth). This growth continued the following year as new student housing opened near the Student Union, growing transactions by an additional 15%, with Mashgin’s kiosk absorbing all 13,000 additional transactions!

Even as the volumes increased in the store, the faster speed of service allowed Martinez and the Spartan Eats team to be more efficient with staffing. Where Paseo Market once needed two cashiers at any rush period, it could now operate with a single cashier – freeing up a teammate to stock or assist at other outlets in the Student Union. This gave the Spartan Eats team about 1.5 extra shifts a day to use at other locations across the campus, all while providing an improved level of service at Paseo Market.

Results

18%

MORE SALES

Students and faculty bought more with Mashgin

66%

OF ALL TRANSACTIONS

Students overwhelmingly chose Mashgin over other checkout methods

1.5

STAFF SAVED

Using Mashgin, SJSU was able to move 1.5 staff shifts a day to other outlets

SJSU SAN JOSÉ STATE UNIVERSITY

“Students really love the speed of service, the convenience, and that they don't need to give someone their credit card or talk to anybody if they don’t want to.”

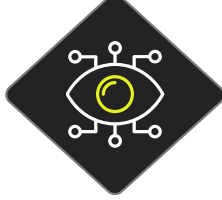


Mario Martinez
Resident District Manager

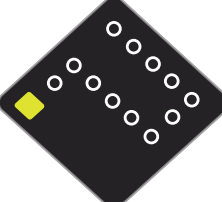
Delight customers with the world's fastest checkout

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

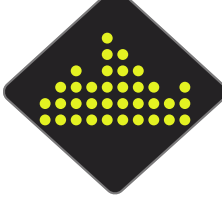
AI-powered checkout transforms your operations for maximum throughput and efficiency

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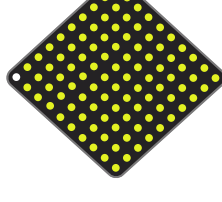
Unmatched computer vision

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