

ANSWERS TO SCAN CODE QUESTIONS

- Our store supports the Scanner Price Accuracy Code. This is our promise to you that if the scanned price of a product is higher than the advertised or displayed price, you are entitled to receive the item free, up to a \$10 maximum. If this happens with a product costing more than \$10, the customer is entitled to \$10 off the lowest advertised or displayed price. If the scanned price is lower than the advertised or displayed price, you will pay the lower price.
- Pricing errors are rare. When they do happen it is usually a result of delays in changing the shelf tag to reflect current pricing.
- Scanner technology actually means there are far fewer pricing errors than there used to be with manual pricing.

EXAMPLE OF IN STORE SIGNAGE



If you have any other implementation questions please contact:

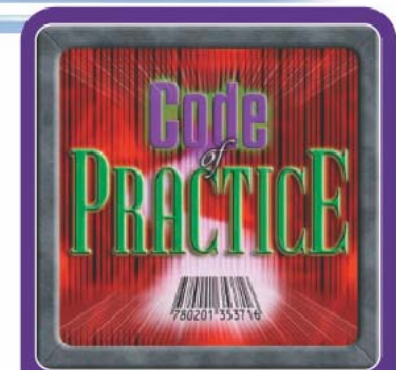
Canadian Council of Grocery Distributors
(877) 666-2243 or (416) 922-6228

Retail Council of Canada
(888) 373-8245 or (416) 922-6678

Canadian Federation of Independent Grocers
(800) 661-2344 or (416) 492-2311

Canadian Association of Chain Drug Stores
(416) 226-9100

FACTS FOR CASHIERS SCANNING CODE OF PRACTICE



**Scanner Price Accuracy
Voluntary Code**

WHAT IS THE SCANNING CODE OF PRACTICE?

Customers expect accurate pricing. Pricing errors can cause customer frustration, poor customer relations, and a loss of business. The Scanning Code of Practice shows customers that retailers are committed to accurate pricing by providing the customer with a free product if a scanning error occurs.

HOW DOES A CUSTOMER KNOW IF A RETAILER SUPPORTS THE SCANNING CODE OF PRACTICE?

To ensure customers are aware of the Scanning Code of Practice, participating retailers must post stickers outlining the item free policy in a visible location near the store entrance (larger sign), as well as at all checkout stations (smaller sign).

WHAT'S COVERED BY THE SCANNING CODE OF PRACTICE?

The Scanning Code of Practice applies to all Universal Product Code (UPC) bar coded, and/or Price Look-Up (PLU) merchandise sold in stores.

The Code does not apply to:

- Prescription drugs dispensed by a pharmacist.
- Behind the counter cosmetics
- Individually price-ticketed items (items where the price of the item is on the product, such as store packed meat, deli sliced meats and cheeses, clothing or greeting cards).
- Products where the barcode/UPC or PLU has been tampered with.

Produce identified by PLU is only included under the Scanning Code of Practice when the PLU code is entered correctly by the cashier and there is a price difference between the cash register and the posted price for that product.

If you have any questions about whether a product is covered by the Scanning Code of Practice you should ask your supervisor.

WHAT CASHIERS NEED TO KNOW

If the scanned price of a product is higher than the advertised or displayed price, the advertised or displayed price is considered by law to be the correct price.

- If the correct price of the product is \$10 or less, the retailer must give the product to the customer for FREE.
- If the correct price of the product is higher than \$10, the retailer must give the customer a discount of \$10 off the correct price.
- If the customer is purchasing multiple (identical) products, the retailer must provide the first of the identical items free (or the \$10 discount) and the remaining identical items at the lowest advertised or displayed price.
- If the scanned price of a product is lower than the price advertised or displayed, then the customer receives the product at the scanned lower price.

FIVE STEPS TO A HAPPY CUSTOMER

When a scanning/pricing error is brought to your attention you should:

1. Thank the customer for bringing the price discrepancy to your attention.
2. Always remain courteous and friendly.
3. Ask the customer where they noted the price (for example, was it on a shelf tag, in a flyer, etc.). Ask a co-worker to investigate and check the price. Inform the customer you are checking the correct price.
4. If a scanning or pricing error has occurred, give the customer the product for free or with the \$10 discount as covered in the Scanning Code of Practice. Make sure you tell your supervisor about the scanning or pricing error so it can be corrected as soon as possible.
5. If the customer is not satisfied, direct the customer to Customer Service or your supervisor. Remember to explain the details to customer service or your supervisor so that they have all the information necessary to respond to the customer.
6. If a customer complaint cannot be resolved at store level, or the customer has questions that cannot be answered, the customer can be directed either to your designated company representative or to the Scanning Code of Practice complaint line at 1-866-499-4599.