

## Das Ende der Bedientheke?

Körperkontakt vermeiden, Abstand halten, zu Hause bleiben ? eine Frage, die viele beschäftigt: Wie verändert sich die Wahrnehmung der Kunden an der Bedientheke ? und wird aus dem einstigen Umsatzbringer ein Auslaufmodell?

...

8]Y'6YX]Ybh\Y\_Y']gh'XUg'<Yfnghi W\_Y]bYg'YXYb'Gi dYfa Uf\_hg"<]Yf \Uh'a Ub'X]fY\_hYb'?i bXYb\_cbhU\_hž'di b\_hYh'a ]h'GYfj ]W'i bX'gc f[ h Ži f'Y]bYb'k YgYbh']W\Yb'HY]'XYg'i a gUhnYg"i bX'a Y\ f'bcW\.'A ]h XYf'6YX]Ybh\Y\_Y'\_cbbYb'g]W\Gi dYfa Uf\_hY'YfZc'[ fY]W\j cb 8]g\_cbhYfb'UV[ fYbnYb"

8cW\X]Y'7cfcbU\_f]gY'ghY''h'i bgYf'@VYb'Ui Z'XYb'?cdZ' i bX a UW\h'Ui W\j cf'i bgYfYb'9]b\_Ui Žg[ Yk c\ b\Y]hYb'b]W\h'<U'h"J ]Y'Y 8]b[ Yž'X]Y'V]g\Yf'gY'Vghj YfghUbX']W\k UfYbž'k YfXYb'Yg']b'Ni \_i bZh b]W\h'a Y\ f'gY]b"

8Uni 'nU\h'Ui W\X]Y'V]g\Yf'gY'Vghj YfghUbX']W\Y'<UbXVYfi \fi b[ YXYf'Y]bnY'bYb'K i fghgW\Y]VY.'8]YgY'<UbX\UVi b[ 'k ]fX'XYb \m[ ]Yb]gW\Yb'5bgdfi W\Yb'XYf'?i bXYb'\_Ui a 'bcW\ghUbX\U'hYb \_cbbYbž'XYbb'X]Y'<m[ ]YbY'k ]fX'Ui W\bUW\XYf'7cfcbU\_f]gY'Y]bYb k YgYbh']W\c\YfYb'GhY''Ybk Yfh']b'i bgYfYa '@VYb'Y]bbY\ a Yb" 8Ug'Vf]b[ h'X]Y'6YX]Ybh\Y\_Yb''Ub[ Žf]gh][ 'i bhYf'8fi W\_"8]YgY'g]bX ni a ' ; fc» hY]'a ]h'a Ubi Y''Yb'5i ŽgW\ b]hha UgW\]bYb'Ui g[ YghUhhYhž a ]h'XYbYb'dYf'<UbX'[ YgW\ b]hYbž'UV[ Y'Y[ hž[ Yk c[ Ybžj YfdUW\_h i bX'Yh]\_Yhh]Yfh'k ]fX"'8Ug': Un]h'Ži f'XYb'@VYbga ]hY'\UbXY'. '8]Y 6YX]Ybh\Y\_Y'k ]fX'b]W\h'bi f'Y]b': UW\]Zh'VYbch][ Ybž'gcbXYfb'Y]bY k U\ fY'FYj c'i h]cbž'i a ' ]b'Ni \_i bZh'9fZc'[ \UVYb'ni '\_cbbYb"

Gc`\_ÖbbhY`X]Y`6YX]Ybh\Y\_Y`XYf`Ni`\_i`bZh`Ui`ggY\Yb

@cgi`b[`Yb`Zi`f`X]YgY`<YfUi`gZcfXYfi`b[`V]YhYh`G"5"A`"?i`W\`Yf.  
8Ug`]bhYfbUh]cbU`hUh][`Y`I`bhYfbY\`a`Yb`\Uh]g]W\`Ui`ZX]Y  
DfcXi`\_]cb`j`c``Ui`hca`Uh]gW\Yf`5i`ZgW\`b]hhUb`U[`Yb`gdYn]U`]g]Yfh"  
8]YgY`Yfa`c[`]W\Yb`XYf`6YX]Yb`fUZh`K`i`fgh`i`bX`?UgY`c\`bY  
a`Ubi`Y``Yf`I`bhYfghi`hni`b[`]ni`gW\`bY]XYb`i`bX`gc[`Uf`ni`j`YfdUW\_Yb  
i`bX`Yh]\_Yhh]YfYb""8]Y`K`i`fgh`cXYf`?UgYgW\Y]VYb`a`i`ggYb`k`U\`fYbX  
X]YgYf`5fVY]hggW\`f]hhY`\_Y]b`Y]bn][`Yg`A`U`a`\_]h`XYf`<UbX`VYfi`\`fh  
k`YfXYb"

8]Y`G"5"A`"GmghYa`Y`UfVY]hYb`b]W\`h`bi`f`j`YfbYhnh`i`bX`gW\`bY]XYb`  
a`\_]h`XYf`<`]ZY`j`cb`GYbgcfYb`Ui`Zg`;`fUa`a`\_[`YbUi`\_`ž`gcbXYfb  
j`YfdUW\_Yb`XYb`5i`ZgW\`b]hh`]b`a`Y\`fYfYb`@U[`Yb""8Ya`\_?i`bXYb`k`]fX  
XUXi`fW\`Y]b`d`cfh]cbgk`Y]gYg`C`ZbYb`Yfa`c[`]W\`h`i`b[`Yc`ZbYhY  
@U[`Yb`VYk`U\`fYb`]`fY`i`bj`YfZU`gW\`hY`:`f]gW\`Y""`a`\_?i`\`gW\`fUb\_  
V`Y]Vh`XUg`GUa`DU`\_`Ub[`Yf`Zf]gW\`i`bX`\`U`h`Ub[`Yf`U`g`X]Y  
\Yf`\_ca`a`\_]W\`]b`A`Yhn[`YfdUd]Yf`Y]b[`YgW\`U[`YbY`K`UfY""9h]\_Yhh]Yfh  
k`]fX`]b`Y]bYa`\_bUW\`ghYb`5fVY]hggW\`f]hh`\_YVYbZU``g  
j`c``Ui`hca`Uh]gW\`"

I`bgYfY`5b`U[`Yb`g]bX`a`cXi`\_Uf`Yfk`Y]hYfVUf`i`bX`\_cbbYb`gck`c\  
i`VYf`Hci`W\`gWfYb`8]gd`Umg`U`g`Ui`W\`i`VYf`GdfUW\`ghYi`Yfi`b[`\_  
Gh]W\`k`cfh`5`YI`U`\_`VYX]Ybh`k`YfXYb`ž`Yf`\_Ufh`;`YgW\`UZh`Zi`\`fYf  
7cbghUbh]b`?i`W\`Yf""?i`fn[`YgU[`h`8]Y`k`Y`hk`Y]h`Y]bn][`Ufh][`Yb  
5b`U[`Yb`j`cb`G"5"A`"?"i`W\`Yf`g]bX`X]Y`@cgi`b[`]Zi`f`X]Y`a`cXYfbY  
6YX]Ybh\Y\_Y`XYf`Ni`\_i`bZh`\_9]bY`k`Y]hYfY`6YgcbXYf\Y]h`]ghž`XUgg  
a`Ub`VY]i`bgYfYa`\_GmghYa`\_X]Y[`Yk`i`bgW\`hY`A`Yb[`Y`]b`;`fUa`a  
Ub[`YVYb`\_Ubb`ž`Yf`\_Ufh`?i`W\`Yf""8]Y`5b`U[`Y`VYfYW\`bYh`gY`Vghž  
k`]Y`j`]Y`Y`GW\`Y]VYb`g]Y`Zi`f`X]YgY`A`Yb[`Y`VYbch][`h`i`bX`]b`k`Y`W\`Ya  
:`cfa`Uh`X]YgY`UV[`Y`Y[`h`k`YfXYb`a`i`ggYb""8Ug`\_Ubb`k`Y`hk`Y]h`\_Y]bY  
UbXYfY`5i`ZgW\`b]hha`UgW\`]bY"

J`ca`\_X][`]hU`Yb`9]b`\_Ui`ZghYfa`]bU``V]g`ni`a

Cb`]bY G\cd

..

JYf\_Ui Zh'k YfXYb`j cb`XYa `cghYffY]W\]gWXYb`l bhYfbY\`a Yb`b]W\h  
bi f`5i ZgW\ b]hha UgW\]bYbž`gcbXYfb`Ui W\`[ YgUa hY  
JYfhf]YVg\_cbnYdhY`Zi f`Gi dYfa Uf\_hYž`Cb`]bY <UbX`Yf`i bX`X]Y  
[ YgUa hY`@VYbga ]hY`VfUbWXY" `bcj Uh]cbYb`ghY\Yb`XUVY`]a  
A ]hY`di b\_h`8 Ug`N]Y`]gh`Ygž`]a a Yf`nk Y`]GWf]hY`]a `JcfUi g`ni  
XYb\_Ybž`i a `XYb`?i bXYbž`ni `XYbYb`YVYbga ]hY`j YfUfVY]hYbXY  
l bhYfbY\`a Yb`Ui g`XYf`[ Ubnyb`K Y`h`nU\`Ybž`Y]bYb  
K YhVYk YfVgj cfhY`]ni `j YfgW\UZYb"

8Yb`Di `g`XYf`NY]h`hf]Zh`a Ub`VY]gd]Y`gk Y]gY`a ]h`Y]bYf`XYf  
bYi YghYb`9bhk ]W`i b[ Yb.`9]b`X][ ]hU`Yg`9]b\_Ui ZghYfa ]bU``8]YgYg  
gcf[ h`Zi f`a Y`f`?ca Zcfh`i bX`Y]b`YbhgdUbbhYg`9]b\_Ui ZgYf`YVb]gž  
]bXYa `?i bXYb`]fY`6YghY``i b[ Yb`Ua `HYfa ]bU`Ui Z[ YVYb`i bX  
gdUhYf`UV\c`Yb`\_cbbYb``9]b`Gi dYfa Uf\_h9]b\_Ui ZUb`XYf  
6YX]YbhY\_Y`\_cbbhY`]b`Ni \_i bZh`gc`Ui ggY\Yb.`5bghUhh`g]W\  
Ubni ghY`Ybž`[ ]Vh`XYf`?i bXY`gY]bY`K i bgWXY`Ub`Y]bYa  
Hci W\ 8]gd`Um`cXYf`]b`Y]bYf`<UbXm5dd`Y]b``9f`\_Ubb`g]W\`k Y]hYf  
Ui ZgY]bYb`9]b\_Ui Z`\_cbnYbhf]YfYb`i bX`k Yb][ Y`A ]bi hYb`gdUhYf`X]Y  
j c``Ui hca Uh]gW\`[ YgW\ b]hYbYž`j YfdUW\_hY`i bX`Yh]\_Yhh]YfhY`K UfY  
Ui g`XYf`5V\c`hY\_Y`a ]hbY\`a Yb"

5i W\`Zi f`X]Y`j c``Ui hca Uh]gWXY`G"5"A ``?i W\`Yf`@gi b[ `Zi f  
Cb`]bY G\cdgž`VY`]XYf`5i ZgW\ b]hha UgW\]bYb`X]fY\_h`a ]h`XYa  
K UfYb\_cfV`XYf`?i bXYb`j YfVi bXYb`g]bXž`]gh`X]Y`BUW\ZfU[ Y`[ fc»"  
G]Y`\_ca a h`]b`Y]bYf`NY]hž`]b`XYf`XUg`Cb`]bY G\cddYb`j cb  
@VYbga ]hY`b`d`ch`]W\`ni a `HfYbX`k i fXYž`[ YfUXY`fYW\h"

.

G"5"A ``?I 7<@9F`9`YWhfc b]Wg`; a V<

.

; YZi \fh`k ]fX`X]Y`G"5"A ``?I 7<@9F`9`YWhfc b]Wg`; a V<`]b`nk Y]hYf

; YbYfUh]cb`j cb`XYb`; YgWk ]ghYfb`7cbghUbh]b`i bX`J U`Ybh]bU  
?i W`Yf""≡f`J UhYfž: f]hn`?i W`Yfž`k Uf`Y]b`D]cb]Yf`i bX`U`g` DUdgh  
XYf`5i ZgWb]hha UgW]bYb` VY\_Ubbh""9f`a Y`XYhY`j cf`fi bX`) \$  
⋈\fYb`XUg`DUhYbh`Z f`X]Y`k Y`hk Y]hYfghY`Y`Y\_hfcb]gW`[ YghYi YfhY  
GWbY]XYa UgW]bY`Ub"" G"5"A " žXUg`?i fnY``a  
I bhYfbY\`a YbgbUa YbžghY\`h`VYnY]WbYbXYfk Y]gY`Z f` g]bY  
Ui I ]`]c`a Ubi g` fē\`bY`<]`ZY`XYf`<UbXē`') \$\$`k Y]hYfY`DUhYbhY  
Zc`[ hYb`gY]hXYa ""8]YgY`DUhYbhY`g]bX`X]Y`6Ug]g`Z f`X]Y  
⊖bcj Uh]cbgZ \fYfgWUZh`XYg`?`U[ YbZ fhYf`I bhYfbY\`a Ybgž`XUg  
]bhYfbUh]cbU`hUh][`]gh`i bX`VYfY]hg`nU\`fY]WY`5i gnY]Wbi b[ Yb  
Yf\]Y`h`Gc`k i fXY`Yg`i bhYf`UbXYfYa`j cb`XYf`K ]fhgWUZhg\_Ua a Yf  
CghYffY]W`U`g` <]XXYb`7\Ua d]cb``?A I`B]gWYbk Y`ha Y]ghYf  
Ui g[ YnY]WbYhi bX`Yf\]Y`h`nU\`fY]WY`': cfgW`i b[ g`i bX  
⊖bcj Uh]cbgdfY]gY"

6Ygi WYb`G]Y`i bg`Ui Z.`ZY]gW`i bXWē`Uh