

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_h`di b_hYh'a]h`GYfj]W`i bX`gcf[h
Z`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"

8 cW`X]Y`7cfcbU_f]gY`ghY`h`i bgYf`@YVYb`Ui Z`XYb`?cdZ` i bX
a UW`h`Ui W`j cf`i bgYfYb`9]b_Ui Zg[Yk c\`b\Y]hYb`b]W`h`<U`h`J]Y`Y
8]b[Yz`X]Y`V]g\Yf`gY`Vgh` YfghUbX`]W`k UfYb\`k YfXYb`Yg`]b`Ni _i bZh
b]W`h`a Y\`f`gY]b"

8 Uni `nU\`h`Ui W`X]Y`V]g\Yf`gY`Vgh` YfghUbX`]W`Y`<UbXVYfi \fi b[
`YXYf`Y]b\`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
_cbbYb\`XYbb`X]Y`<m[]YbY`k`fX`Ui W`bUW`XYf`7cfcbU_f]gY`Y]bYb
k YgYbh]W`c\YfYb`GhY`Yb`Yfh]b`i bgYfY`@YVYb`Y]b`bY\`a`Yb`
8 Ug`Vf]b[h`X]Y`6YX]Ybh\Y_Yb`Ub[Zf]gh][`i b\hYf`8`fi W`8]YgY`g]bX
ni a`fc`hY`a`]h`a`Ubi`Y`Yb`5`i ZgW`b]h`a`UgW`b]bYb`Ui g[YghUh`hYh`
a`]h`XYb`Yb`dYf`<UbX`[YgW`b]h`hYb\`UV[Y`Y`[h`[Yk c[Yb\`j`Yfd`UW`h
i bX`Yh]Yh]Yfh`k`fX`8`Ug`Un]h`Z`f`XYb`@YVYbga`]h`hY`U`UbXY`8]Y
6YX]Ybh\Y_Y`k`fX`b]W`h`bi`f`Y]b`UW`]Z`h`VYbch][`Yb\`gcbXYfb`Y]bY
k`U\`fY`F`Yj`c`i`h]cb\`i`a`]b`Ni _i`bZh`9fZc`[`U`UVYb`ni`_cbbYb`

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

..

@cgi b[Yb`Z f`X]YgY`<YfUi gZcfXYfi b[`V]YhYh`G"5"A ``? i \W`Yf.
8Ug`]bhYfbUh]cbU`hUh][Y`I b\hYfbY\ a Yb`\Uh`g]W`Ui ZX]Y
DfcXi _h]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 fghi bX`? UgY`c\ bY
a Ubi Y``Yf`I b\hYfghi 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`<]Z`j cb`GYbgc`fYb`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`dcfh]cbgk Y]gYg`C Zb`Yb`Yfa c[`]W`h`i b[Yc Zb`Yh`Y
@U[Yb`VYk U\ fYb`]`fY`i bj YfZU`gW`hY` f]gW`Y`? 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 Yh`n[YfdUd]Yf`Y]b[YgW`U[YbY`K UfY`"9h]_Yhh]Yfh
k]fX`]b`Y]b`Ya`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`_ccb`Yb`gck c\`
i VYf`Hci W`gW`YYb 8]gd`Umg`U`g`Ui W`i VYf`GdfUW`ghYi Yfi b[`
Gh]W`k cfh`5`Y`I U`V`YX]Ybh`k YfXYb`ž`Yf`_Ufh` YgW`UZh`Z`fYf
7cbghUbh]b`? i W`Yf`? i fn`[YgU[h`8]Y`k Y`h`k Y]h`Y]bn][Ufh][Yb
5b`U[Yb`j cb`G"5"A ``? i W`Yf`g]bX`X]Y`@cgi b[`Z f`X]Y`a cXYfbY
6YX]Ybh\Y`Y`XYf`Ni _i bZh`"9]bY`k Y]hYfY`6YgbXYf\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`bY`gY`Vghž`
k]Y`j]Y`Y`G`W`Y]VYb`g]Y`Z`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`h`k Y]h`Y]b`Y
UbXYfY`5i ZgW`b]hh`UgW`]b`Y"

J ca`X][]hU`Yb`9]b_Ui ZghYfa`]bU`V]g`ni a

C b`]bY G\cd

J Yf_Ui Zh'k YfXYb 'j cb 'XYa 'cghYffY]W]gW Yb 'I b hYfbY\ a Yb 'b]W h
bi f'5i ZgW b]hha UgW]bYbžgc bXYfb 'Ui W] [YgUa hY
J Yfhf]YVg_c bnYd hY 'Z f'Gi dYfa Uf_hYžC b]bY < UbX'Yf'i bX'X]Y
[YgUa hY '@YVYbga]hhY 'VfUbW Y' 'b c j Uh]c bYb 'ghY\ Yb 'XUVY] 'ja
A]hhY 'di b_h' '8 Ug'N]Y' 'gh'Ygž]a a Yf'nk Y] 'GW f]hhY 'ja 'J c fUi g'ni
XYb_Ybži a 'XYb 'i bXYbžni 'XYbYb 'YVYbga]hhY 'j YfUfVY]hYbXY
I b hYfbY\ a Yb 'Ui g'XYf' [UbnYb'K Y'h'nU\ 'YbžY]bYb
K YhhVYk YfVgj c f hY] 'ni 'j YfgW UZZYb"

8 Yb `Di `g`XYf`NY]h`hf]Zzh'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`Z f`a Y\`f`?ca Zcfh`i bX`Y]b `Yb hgd Ub b\hYg`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_h 9]b_Ui ZUb`XYf
6YX]Ybh\Y_Y`_cbbhY]b `Ni _i bZh`gc `Ui ggY\Yb. `5bghUh\h`g]W
Ubni ghY`Ybž[]Vh`XYf`?i bXY`gY]bY`K i bgW Y`Ub`Y]bYa
Hci W 8]gd`Um`cXYf`]b `Y]bYf`< UbXm 5dd `Y]b" `9f`_Ubb`g]W `k Y]hYf
Ui Z`gY]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]hhYbYžj YfdUW_hY`i bX`Yh]_Yhh]YfhY`K UfY
Ui g`XYf`5V\c`h\Y_Y`a]hbY\ a Yb"

5i W 'Z f'X]Y 'j c``Ui hca Uh]gW Y 'G"5"A "·?i W`Yf @cgi b['Z f
C b`]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 'B UWZfU[Y '[fc»"
G]Y _ca a h]b 'Y]bYf NY]hž]b 'XYf 'XUg 'C b`]bY G\cddYb 'j cb
@VVYbga]hhY 'b 'd 'chñ]W 'nl a 'HfYbX k i fXYž[YfUXY 'FYW h"

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

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

; YbYfUh]cb'j cb'XYb'; YgWXk]ghYfb'7cbghUbh]b'i bX'J U`Ybh]bU
?i WX`Yf"'\f'J UhYfž: f]hn'?i WX`Yfž'k Uf'Y]b'D]cb]Yf'i bX'U'g' DUdgh
XYf'5i ZgWXb]hha UgWX]bYb 'VY_Ubbh'9f'a Y`XYhY'j cf'fi bX') \$
\\$fYb'XUg'DUhYbh'Z f'X]Y'k Y`hk Y]h'YfghY'Y`Y_hfcb]gWX'[YghYi YfhY
GWXbY]XYa UgWX]bY'Ub" G"5"A" ž'XUg'?i fnY'']a
I b hYfbY\ a YbgbUa Ybž'ghY\ h'VYnY]WXbYbXYfk Y]gY'Z f' g]bY
Ui I'']c'a Ubi g'fb' bY'<]ZY'XYf'<UbXž") \$\$'k Y]hYfY'DUhYbhY
Zc`[hYb'gY]hXYa "8]YgY'DUhYbhY'g]bX'X]Y'6Ug]g'Z f'X]Y
=bcbj Uh]cbgZ \fYfgWXUZh'XYg'?`U[YbZ f hYf' l b hYfbY\ a Ybgž'XUg
]b hYfbUh]cbU'`hUh]`]gh'i bX'VYfY]hg'nU\`fY]WX Y'5i gnY]WXbi b[Yb
Yf\]Y'h" Gc'k i fXY'Yg'i b hYf'UbXYfYa'j cb'XYf'K]fhgWXUZhg_Ua a Yf
CghYffY]WX'U'g'<]XXYb'7\Ua d]cb'`?A l`B]gWX Ybk Y`ha Y]ghYf
Ui g[YnY]WXbYh'i bX'Yf\]Y`h'nU\`fY]WX Y':cfgWXi b[g'i bX
=bcbj Uh]cbgdF]gY"

6Ygi WX Yb'G]Y'i bg'Ui Z.'ZY]gWXi bXWX"Uh