

On track with hi-tech trolleys

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Shoppers have been quick to adapt to the new hi-tech trolleys in Delahey. Picture: MITCH BEAR

THE humble shopping trolley has had a hi-tech makeover and wheeled Delahey shoppers straight into the future.

In a Melbourne first, a fleet of 40 VIP trolleys - complete with computer screens attached - has been launched at Morgan's Supa IGA supermarket.

Each trolley allows customers to scan items as they shop to keep track of how much they have spent, offers recipe and meal suggestions, identifies specials and can even help people locate items in the store thanks to a GPS-like system.

Is the new hi-tech trolley a shopper's dream or nightmare? Tell us below.

Supermarket director Neal Morgan said he was initially worried that the technology would not catch on, but said he was "quite surprised at how people have embraced it".

"It surprised me how many people were scanning every product," Mr Morgan said.

The other key feature of the trolleys was that they were tied into the store's loyalty program and could tell customers, with a swipe of their loyalty card, how many points they had and what they could use them for.

"We were just looking for something a little bit innovative and something that gives the customer a little bit more," Mr Morgan said.

When asked whether the supermarket was worried that the trolleys might go missing, Mr Morgan said the trolleys were useless for any other use outside the store.

He said there would be no cost to use the hi-tech trolleys.