

UNDERSTANDING FRICTIONLESS COMMERCE

Adapting Checkout Experiences to Meet Your Customer's Expectations

Frictionless checkout can be an essential part of the in-store experience. Your customers can complete their transactions quickly, efficiently and however they like.

1. The Heart of Retail.

Bricks remain critical, even as clicks grow.

3 out of 4 consumers prefer shopping in-store.¹

9 of 10 retail sales occur in-store, despite the rise of online and mobile channels. But consumer expectations of the in-store experience are evolving and expanding.²

90%
OF SALES ARE IN-STORE



2. Friction and Frustration.

Sub-par checkout experiences have consequences.

73% of consumers say checkout is the biggest pain point in retail.³

51% of shoppers will abandon their carts if lines are too long.⁴



51%
LEAVE IF LINES
ARE TOO LONG



76%
HAVE HALVED
WAIT TIMES



Let's talk.
info@cbe.ie



3. Opportunities to Engage.

Digital touchpoints enhance in-store shopping.

84% of consumers use websites or apps to begin their shopping journey — even physical stores must become “phygital.”⁵

4 out of 5 consumers would pay more for a better shopping experience.⁶

Sources

1. *Consumers Love Shopping in Stores – It's Checkout They Hate* (Small Business Trends, 2017)

2. *US Census Data* (2017)

3. *Fundera Blog, Retail's Not Dead*

4. *The Grocery Shopper's Path to Purchase is a Digital One* (Luth Research, 2017)

5. *The Disconnected Customer* (CapGemini, 2017)

6. *The Store Experience Study* (RIS News, 2018)

7. *The Store Experience Study* (RIS News, 2018)

8. *NCR Internal Studies*

5. Frictionless Fits.

Fast, easy checkout attracts new shoppers and keeps current ones coming back.

Three quarters of NCR's retail clients have seen queues cut in half with our self-checkout technologies.⁸

2018 INVESTMENT



4. A Market Imperative.

Tech-driven transformation tops the industry agenda.

100% of retailers surveyed by RIS News are currently engaged in a “major digital transformation game plan.”

6% — that's how much investments in in-store systems are set to grow in 2018. The focus will be on eliminating friction from the shopping experience.⁷

80%
WOULD PAY MORE
FOR A BETTER EXPERIENCE



NCR INTERACT
ELITE
SOLUTION
PROVIDER

