GLORY

5 MAJOR RETAIL CHALLENGES
And the tech that can solve them

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There's no question, technology has transformed retail.

A flood of tech solutions are available to retailers today, from endless aisle and interactive displays to complete cashierless store systems.

And every single one of them is promising to *save you money, make you money, make you more competitive*.

But what is just a gimmick and what is actually a worthy investment?

The starting point for investing in new tech should always be a crystal clear picture of the challenges you want to address **–** allowing you to stay laser focused on achieving your business goals and not get swept away with a shiny new thing and a good sales pitch.

With that in mind, we've distilled five of the top reasons that our retail customers come to us for help – regardless of store size, type and format – and the tech solutions we can provide to help solve those challenges, boost your growth, and increase your revenue potential.

Let's take a look…

1. CUTTING COSTS
How Automation can Save Time, Eliminate Errors, and Increase Sales

We've seen automation drive efficiencies across all industries – mostly through speeding up processes.

And retailers continue to look for solutions that automate manual tasks, or support staff in-store to be more productive.

Giving customers options to self-serve is a great way to accomplish this, by automating POS payment and other services.

This kind of automation can take two forms: kiosks (for self-checkout, click-and-collect, or just information points) and cash automation (for POS payment and back-office reconciliation).

What solutions should you consider?

Self-Checkout (SCO)

Why?
- Self-service is popular, customers now expect it, and research shows that they want choice to checkout and pay in the way that suits them.
- Free up your staff from processing payments and redeploy them to higher value tasks such as assisting customers and maintaining the store environment.

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Kiosks – for information, ordering, or click-and-collect

Why?
- Kiosks can serve a range of different functions within a store that free up your staff from manning counters and allow them to focus on higher value work that will increase sales and loyalty.

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Cash Automation – for cashiers at the POS and in the back office

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Why?

- Take a moment to consider how much time is actually spent in-store managing your cash takings: taking payment and giving change, topping up change floats, reconciling tills at start- and end-of-day as well as at shift handover, reconciling money for deposit and change orders, not to mention dealing with errors, miscounts and cash shrinkage.

- Manual cash handling in store comes with risks. Point of sale and back-office technology can eliminate errors, reduce internal theft and save hours in staff resources managing cash across the store. If you implement both POS and back-office cash automation, there is no need for cashiers to touch money at all.

- Using automation gives you visibility of your cash across your estate, helping your finance team deliver reports quickly and accurately, using less resources. Recycling cash in-store cuts down on CIT visits, reducing cost and improving your carbon footprint.

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2. INCREASING SALES
Adding New Service Offerings In-Store to Grow Revenue

As consumers have shifted to shopping online, many retailers have been seeking added-value services to place within their stores in order to increase footfall and extend the time that customers spend in store.

This can take many forms: coffee shops and bakeries, postal and courier services, cash and bill-paying services, laundromat kiosks, electric vehicle charging stations, and more.

Of course, increased footfall and new services means that customers can be left waiting while those services are performed. Retailers have to re-think the customer journeys in-store, driving efficiency and managing the point of sale to reduce queues and support staff.

What solutions should you consider?

Self-Checkout

Why?
- SCOs will help keep queues down when managing extra services, particularly at peak times.

Order & Pay Kiosks

Why?
- Managing your café and fast food provisions with Order & Pay Kiosks will increase basket size (30% on average) and let your staff focus on delivering your food and beverage.
- Kiosks can also be used to manage other services to reduce pressure on staff (for example, car wash).

Cash Automation

Why?
- Manual cash handling is a huge time drain. Releasing the time from all of your cash related tasks will give you flexibility to deploy your staff more effectively and serve your customers better.

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*The role of the store isn't going away, but it's **changing,** and stores more than ever are needing to support both traditional shopping patterns and omnichannel fulfillment activities.*

Deloitte 2022 Retail Industry Outlook

3. INTEGRATING YOUR SALES CHANNELS
Using Technology to Create an Omnichannel Experience

For most retailers, the sales landscape now stretches across multiple channels – both digital and physical.

Customers don't distinguish between online and offline like they used to - they simply want to interact with a brand when and where they choose at any given time.

Connecting your store to your online experiences is essential, weaving these channels together into a seamless convenient experience for shoppers.

71% *of all age groups prefer a combined store + online experience*

Zebra 2023 Global Shopper Study

What solutions should you consider?

Kiosks

Why?

- The store can either be the start or the end of a transaction that happens online. Using your store as a click-and-collect point, or as an ordering point for stock that's not in that location, keeps your customer within your brand channels. It increases footfall and gives you additional selling opportunities.

- Kiosk solutions in-store can act as personalised advertising boards for your customers, using customer data you collect across your channels to provide tailored offers.

- Kiosks can act as a kind of large format mobile phone, where you can have multiple applications that customers can access from one kiosk terminal.

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The way we shop, the way we pay, the way we live – everything has changed drastically over the last two decades with the rise of online retail.

To keep brick and mortar stores relevant to existing customers, and to attract new ones, it is essential to adapt the store experience to align with today's customer expectations.

That means using tech to help match some of the convenience, speed and privacy of online shopping. But it also means retail stores playing to their strengths – giving that experience that online can't fulfil. Automation allows staff to be available to offer advice, fetch items, keep the store in order, and generally offer that "human touch". It also allows customers to be independent if they prefer.

What solutions should you consider?

Self-Checkout and Order & Pay Kiosks

Why?

- Customers are not used to waiting much any more. They are used to getting things when they want, the way they want, often with just a tap on their smartphone. Keeping queues to a minimum and allowing the option to self-serve is more important than ever.

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Information Kiosks

Why?

- Many consumers today prefer to do their own research without the pressure of a salesperson. Others will quickly give up and walk out if waiting for the attention of a staff member to answer questions. Allowing customers to get info on products or check stock availability at their own convenience in-store is a great way to match the online experience.

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Currently, the biggest pain point for retailers is at the store level, and 74% expect shortages in customer-facing positions in 2022.

Deloitte 2022 Retail Industry Outlook

5. LABOUR SHORTAGE
Managing Staff Resources Better to Deal with Labour Shortage

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What solutions should you consider?

Self-Checkout

Why?
- SCOs can help with limited cashier resources by handling small baskets quickly and effectively, taking the pressure off cashier stations at peak times, and handling out of hours customer payment journeys that allow you to stay open longer.

Order & Pay Kiosks

Why?
- Kiosks can automate more services by providing information, ordering, payments and collection, further freeing up the staff you do have available to focus on creating a better customer experience.

Cash Automation

Why?
- Manual cash handling is often reported as one of the most stressful aspects of a retail worker's day. Removing this responsibility and burden benefits staff retention, and the training workload is also reduced for new hires.

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There is a global staff shortage across the retail sector.

Eurocommerce predicts a 1.8M shortage in the Eurozone by 2025. Retail is under increasing competition for staff, and wages are also rising.

All of this is adding pressure on retail businesses as they attempt to find, hire, train and retain enough staff to run their stores effectively.

Automating parts of the customer journey frees your staff up attend to customer questions and maintain the store environment to a high standard.

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Retailers will always face challenges. But in some cases, we already have technology that can help solve them.

To learn more about Glory's retail solutions highlighted in this book, visit our website:

Self-Checkout Solutions

Self-Service Kiosk Solutions

Cash Automation

Or for an informal chat with our team, reach out at:

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