In Pursuit of Frictionless Commerce

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The store of the future is here. Retailers must take steps toward a frictionless future by transforming in-store experiences to create sustainable business growth while also realizing value each step along the journey through customer tracking, inventory and planogram compliance and more, all ultimately evolving to a frictionless shopping experience.

What do retailers need to consider in order to create this store of the future?

Creating a store of the future happens one step at a time. Today, the primary selling point might be loss prevention while tomorrow the focus might be on improving store operations. Ultimately, the store of the future creates a seamless experience for both retailers and their customers by using a commerce data platform and implementing multiple synchronized technologies to ensure frictionless experiences.

How can technologies make that frictionless experience possible?

There are several key areas that retailers must focus on when implementing technologies in-store: (1) customer tracking to understand why they shop, what they pick up but don't buy, and what they do buy, (2) security to help manage loss prevention, (3) item recognition to ensure smooth and efficient store operations, and (4) payments and personalization to create the seamless shopping journey that customers experience. When these areas are unified successfully, retailers can deliver frictionless shopping to customers.

Why is payment and personalization important and what does that mean for retailers?

The success of frictionless stores revolves around the consumer. You must create value for shoppers where they experience the most significant friction, such as checking out and payment processing time, then reduce that. That means retailers must adopt technologies like artificial intelligence, edge computing, computer vision, sensors, and mesh networks to create stores that remove friction for customers while simultaneously collecting relevant data that helps them create more personalized experiences.

How can more personalized shopping experiences translate to increasing customer loyalty?

Today, retailers are focused on understanding basic point-of-sale transaction data and mirroring it with customer loyalty information. However, a frictionless store would enable customer tracking and analysis that maps individual customer transactions to in-store behaviors including where they went, how long they stayed, and what they picked up. With that data, retailers can adjust their inventory, deliver targeted campaigns or individual promotions, and make their shopping journey quicker, easier, and more tailored to their expectations. By reducing friction and delivering pleasant shopping experiences, you strengthen the relationship with your customer and give them a reason to keep coming back, ultimately leading to larger baskets and increased sales.

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