

# Re-imagining retail – and the role of POS – for the digital age

**Fredrik Carlegren**  
**Executive Director of Global Marketing**

Retail is currently experiencing a renaissance where the role of the store is changing rapidly. Convenience, customer-focused service, and basic omnichannel services are standard expectations and no longer serve as differentiators for stores. Retailers must now fundamentally change their store formats in order to deliver shopping experiences that engage customers. That means retailers must create unified shopping experiences by orchestrating new investments in technology alongside mission-critical store systems to exceed expectations in this new digital age.

Evolving customer expectations, and new technologies, mean retailers must continue to invest in new experiences that emphasize the inherent value shoppers get from shopping at brick-and-mortar stores. Shopping methods such as mobile and online have become popular as a result of convenience, but they lack the significance on their own of being able to try out products and personally assess their quality. Physical stores can deliver that value while simultaneously offering other adjacent experiences (such as cafes or salons), associates can provide personalized assistance, and offer a variety of interactive experiences through in-store self-service options.

While expanding the role and value of store-based commerce are fundamentally important to the overall shopping journey, the checkout experience remains mission-critical not only due to the finalizing of the transaction itself but also as the culmination of that journey. It is vital to ensuring seamless checkout for consumers, and new technologies are making that increasingly possible. Computer vision, RFID, IOT sensors, in-store mobile apps, and kiosks are enabling new and unique experiences that add value to the shopping journey by reducing friction, creating more efficient checkout processes, and enabling retailers to better manage their operations.

Customers identify ease of checking out as a determining factor in where they choose to shop, so selecting the right POS system is critical not only for today's operations but to support future growth and innovation. When making these investments, retailers should consider whether the system excels in five key areas: usability and performance, flexibility, serviceability, architecture, and reliability. When the POS system that best fits the business' needs is chosen, the retailer will benefit from improved operational efficiency, consistent checkout experiences, and ultimately improved customer satisfaction from day one onward.

As mission-critical systems and innovative new technologies come together, retailers begin to build connected experiences. By creating engaging spaces that deliver new or more engaging experiences, consumers will become part of a shared experience that brings shoppers together and builds loyalty to the brand. When a retailer's technology, services, and experiences are orchestrated in a way that lets customers shop the way they want, they make significant progress towards creating the store of the future.