

In Pursuit of Frictionless

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Friction is everywhere. As retailers and retail enthusiasts we're trained to identify it, removed it and measure the benefit. Then, repeat. That makes the frictionless wave sweeping across the retail industry even more exciting. Are you ready?

The Frictionless Store

The store of the future is here - frictionless shopping and checkout is a reality. Retailers must adapt to this reality and transform their in-store experiences to create sustainable business growth. To create a true frictionless shopping experience a combination of advanced technologies will be necessary; however, retailers can deploy these technologies over time to maximize value every step of the way.

Beginning with the Consumer

It is essential that any discussion about frictionless stores revolve around the consumer. If you believe, like we do, that the transition to this new reality is an evolution then you must first begin by creating value for shoppers where they experience the most significant friction.

Retailers will uniquely determine the use cases to address first. Whatever those are, retailers need to start embracing advanced technologies to help make them reality, including computer vision, artificial intelligence, sensor technologies, edge computing and mesh networks. Implementing any given technologies alone provide value, but a frictionless store end state entails synchronizing multiple technologies to ensure a brilliant experience that delivers significant value to consumers, retailers and also consumer-packaged goods (CPG) companies.

Today, retailers are keenly focused on understanding their point-of-sale (POS) transaction data and mirroring it with their customer loyalty information. Beyond benefiting retailers, such analysis and insights are valuable to drive new merchandising and product placement decisions. Now, imagine a frictionless store that allows customer tracking and analysis of in-store behavior mapped to a retailers Transaction Log data. That's data revolutionizing the shopping journey to create exceptional, personalized consumer experiences.

Inclusive, not Exclusive

We believe the evolutionary approach starts with the aim of minimizing impact to a retailer's existing store infrastructure while allowing the value to build up over time as new technologies are deployed. We recognize that retailers will evolve to this future but must also realize value each step along the journey. This includes customer tracking, inventory and planogram compliance and more, all evolving to ultimately a frictionless shopping experience. Exciting new technologies and new processes on the way toward radical transformation. Without a doubt, the path toward frictionless is inclusive, not exclusive.

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