

# 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.<sup>1</sup>

**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.<sup>2</sup>



### 2. Friction and Frustration.

Sub-par checkout experiences have consequences.

**73%** of consumers say checkout is the biggest pain point in retail.<sup>3</sup>

**51%** of shoppers will abandon their carts if lines are too long.<sup>4</sup>



**76%**  
HAVE HALVED WAIT TIMES



### 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.”<sup>5</sup>

**4 out of 5** consumers would pay more for a better shopping experience.<sup>6</sup>

## 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.<sup>8</sup>



### 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.<sup>7</sup>

