



## Do you know what your customers want in the age of COVID?

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Some shopper preferences are changing amid the pandemic. Yet others aren't. Agility has never been more vital for retailers who want to come out on top.




## Five insights into the changing behavior of retail consumers

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The way consumers shop and grocers operate has significantly changed during COVID. Adapting with new, flexible and innovative tech is crucial to keeping pace as the market changes. Choosing the right technology partner can ensure success now and in the future.

### In this eBook you'll learn how:

1. Brick-and-mortar is here to stay
2. Self-checkout and scanners are the new normal
3. Habits will continue to evolve
4. Finding a technology partner that has your back is key
5. Change can be simple



In April 2020, we surveyed 1,000 consumers who represented a demographically balanced sample of the U.S. population. We found the respondents in a global survey network and, when we reached out to them, we did not reveal who was conducting the survey.

Based on their responses, we found that, amid COVID-19, consumers are changing where and how they shop, leaning more heavily on tech-enabled experiences. So, adapting new technology is the key to not only retaining but gaining new customers now and in the future.



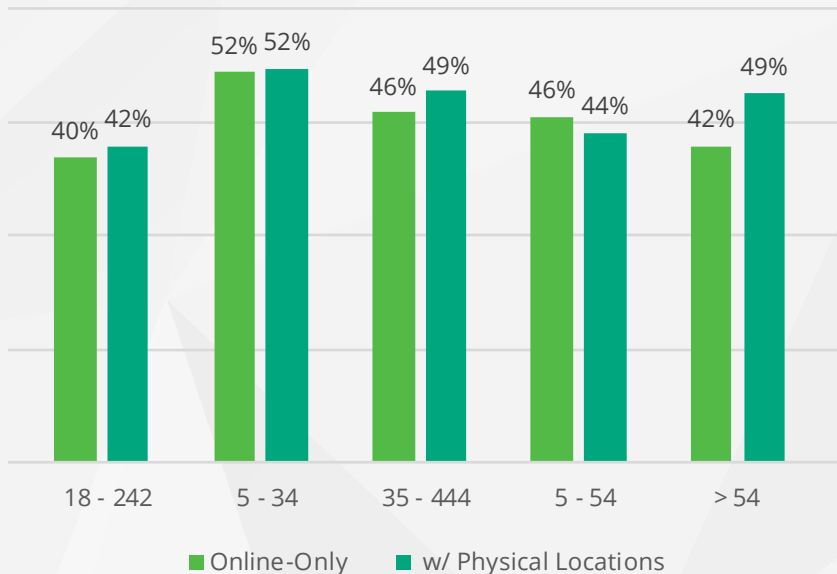
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**Brick-and-mortar stores**  
**are here to stay**

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## Consumers still trust physical grocery and convenience experiences

"My trust in retailers has increased since the COVID-19 crisis/quarantine began..."  
"Definitely" & "Probably"



48% of consumers under 45 agree:

**"My trust in retailers with physical locations has increased since the COVID-19 crisis/quarantine began."**

# **NCR insight: Safety and efficiency drive loyalty in a post-COVID world.**

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## **What to know:**

Consumers will stay loyal to physical stores that communicate clearly about their safety measures. Consumers will also continue to prefer retailers that use technology to make their shopping trip efficient, safe and hassle-free long after COVID-19.

## **What to do:**

Offer hand-held scanners, self-checkout and seamless curbside pickup. They can help you meet consumer's demand for contactless technology integration that grows day by day.





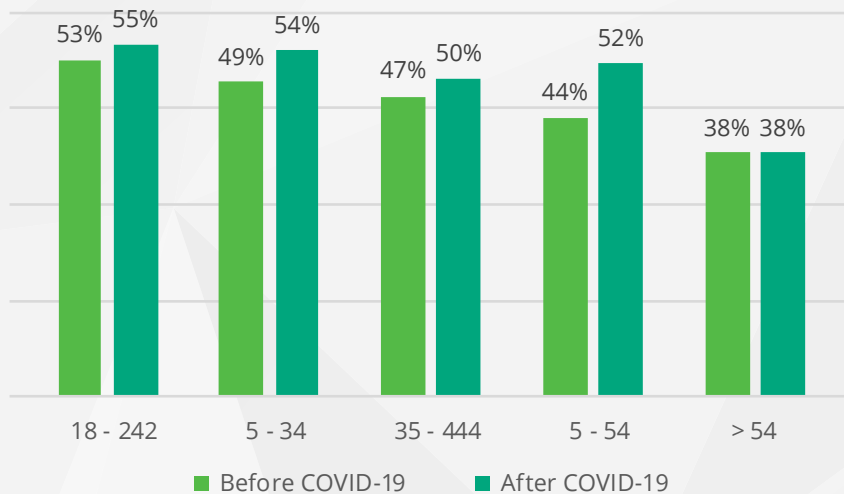
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# **Self-checkout and scanners** **in high demand**

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## The shift to self-checkout

Preferred checkout method by age preference pre-COVID-19 vs. indicated likely behavior after quarantine



Self-checkout is poised to be the single largest shift in checkout behavior with 49% of consumers saying they will “probably” or “definitely” use self-checkout more often, a 7% increase vs. pre-COVID preferences

**“75% of consumers are likely to use grocery or convenience store self-checkout.”**

# Self-checkout means a safer, faster **front end** for **everyone**.

## What to know:

Self-checkout is becoming the preferred option for consumers looking for safety and convenience. Even after the pandemic, consumers are saying they'll want the changes to stay in place even in a post COVID-19 world.

## What to do:

Use current data to examine and optimize your selfcheckout operations, and, if necessary, make adjustments to ensure its running as safely and efficiently as possible. For example, make changes to better accommodate older consumers and those using self-checkout with larger basket sizes than you're used to.





**Consumers change  
the way they shop**

## Habits evolve: More than half of consumers say they're open to trying new technologies

	Check inventory online before shopping?		Use self-checkout stands?		Use online ordering for in-store pickup?		Use handheld self-service devices?	
	Yes	Possibly	Yes	Possibly	Yes	Possibly	Yes	Possibly
Midwest	22%	33%	47%	31%	29%	26%	29%	33%
Northeast	23%	38%	46%	31%	27%	33%	29%	34%
South	24%	32%	50%	26%	31%	34%	34%	33%
West	29%	31%	52%	29%	29%	29%	35%	31%

**57% of people are more likely to use online ordering and in-store pickup at grocery and convenience stores**

# Consumers will continue to choose **tech-enabled experiences**

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## What to know:

One in 5 consumers say they will probably or definitely change where/how they shop in the post-COVID world.

Consumers say these changes aren't likely to fade once COVID-19 passes and that their loyalties will go to retailers that provide the kinds of technology-enabled experiences they've come to expect.

## What to do:

Evolve your e-commerce integration to create seamless experiences that build loyalty and create a strong overall relationship with your consumers.





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**Technology that keeps you**  
**in business**

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## **Innovation is your best ally**

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To compete in this new environment, retailers not only have to look at new technologies, but also at the underlying architecture, business processes and customer experience strategies that enable those technologies.

**Use this time to invest in smart technologies that will help you drive larger market share and succeed vs. retailers that stay stagnant.**

If 1 in 5 shoppers are up for grabs and are increasingly interested in technologies like selfcheckout, handheld scanners and e-commerce integrations, retailers that take advantage of this time to invest and transform will come out ahead.



**It's time for  
transformational  
leadership and  
creative, innovative  
retail strategies.**

## Use this time to invest in technologies that **lead to long-term success**

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### **What to know:**

Success is about working smarter—it's about business transformation that takes your operations to the next level with a strategic partner who can help you achieve the agility to adapt and create long-term success with no-regret decisions.

### **What to do:**

Constantly upgrade and innovate your retail technology with an experienced transformation partner. With the right tools, you can increase overall engagement with your core consumer, leading to high-quality customer experiences and a clear competitive advantage.





**Let's make change**  
**simple**



## Assess and accelerate, end-to-end

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Look for providers with innovative technology that enables strategic, experienced and proven business transformation. That way you can more easily bring new experiences to consumers faster and increase the value of your retail technology investments.

- Use this time to invest in the technologies that will help you drive larger market share and get ahead of retailers remaining stagnant
- Don't just think touch points. Instead, build end-to-end technology experiences.
- Redesign self-checkouts for wider audiences and more volume
- Offer consumers personalization, transparency and more ways to increase their loyalty



# Retail Transformation Accelerator

NCR's two-week engagement to develop strategic retail transformation recommendations tied to either technology architecture, business process or customer experience design.



## Research

Level-set current state vs. retail best practices and competitive benchmarking.



## Workshop

Cross-functional review of benchmark analysis and navigation of key barriers to success.



## Report-Out

GAP analysis, development of strategic recommendations, and readout to key stakeholders

# Retail Transformation Road Map



## CURBSIDE AND IN-STORE PICKUP

Direct integration of supply chain and location awareness to deliver direct to customer vehicles



## CONTACTLESS CHECKOUT

Reducing physical touchpoints in the store to protect employees and customers

Front-facing self-service kiosks and geolocation

In-store APIs and mobile engagement

Cross-channel customer experience design

In-store mobile engagement APIs

Loyalty program redesign



## CLICKS-2-BRICKS STRATEGIES

Proactively communicating the strength of supply chain and localization of services in an eCommerce setting



## AI-ENABLED SELF-SERVICE

Use of customer mobile devices and scanners to reduce customer touchpoints and speed throughput



## NEXT-GEN LOYALTY

Loyalty that replaces discounts and promotions for convenience and access to services

# NCR is your strategic transformation partner. **Let's make change simple.**

## Recommended support:

- NCR PS Retail
- Transformation
- Technology Architecture
- Engagements



## Recommended support:

- NCR PS Retail
- Transformation
- Checkout Optimization
- Engagements



## Recommended support:

- NCR PS Retail
- Transformation
- Customer Experience
- Design Engagements



## Recommended support:

- NCR PS Retail
- Transformation Product
- Performance Tune-Up

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**Change is simple when you're  
backed by NCR. Learn how at  
[NCR.com/retail](https://www.ncr.com/retail) or contact our retail  
experts at [NCR.com/contact-us](https://www.ncr.com/contact-us).**

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