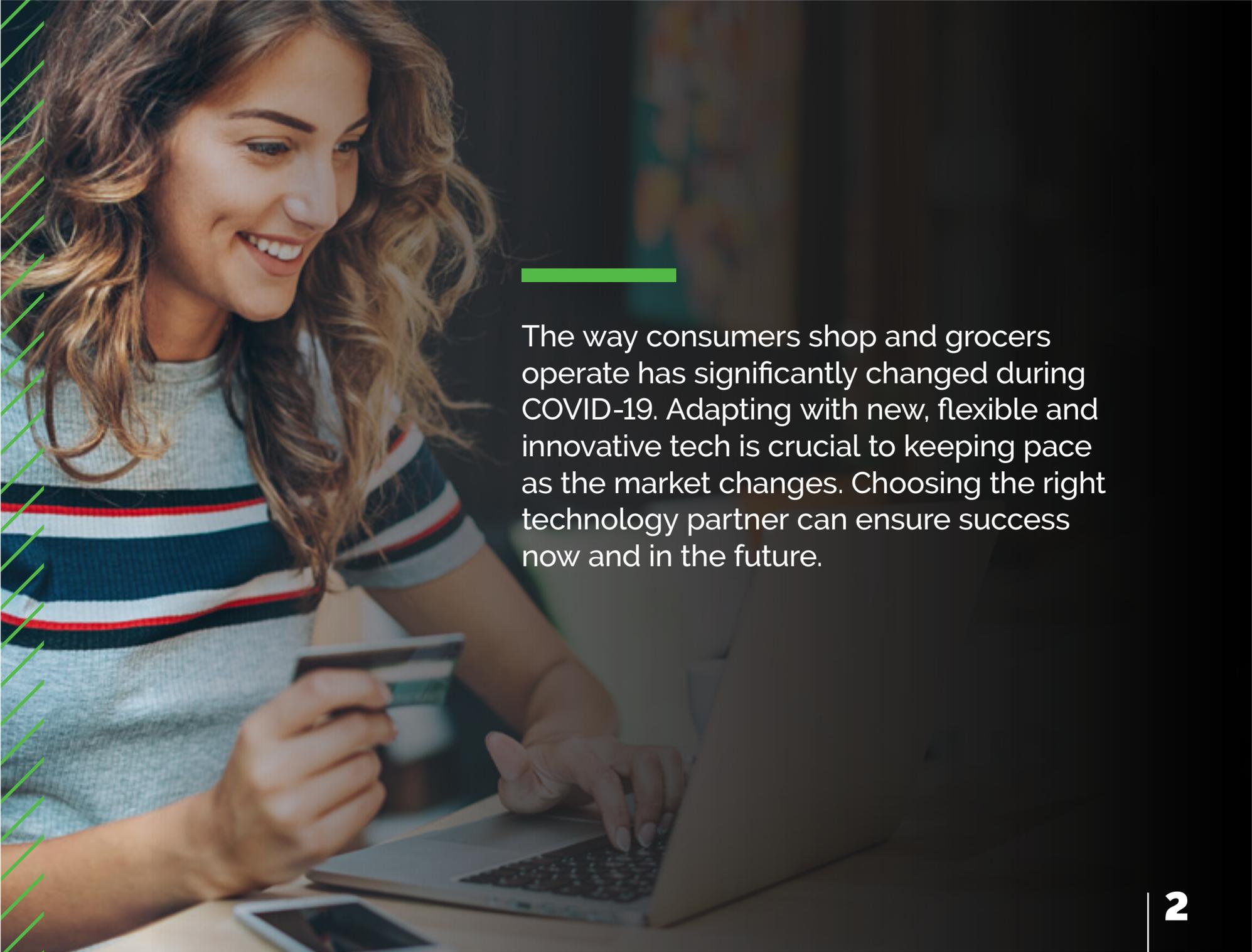
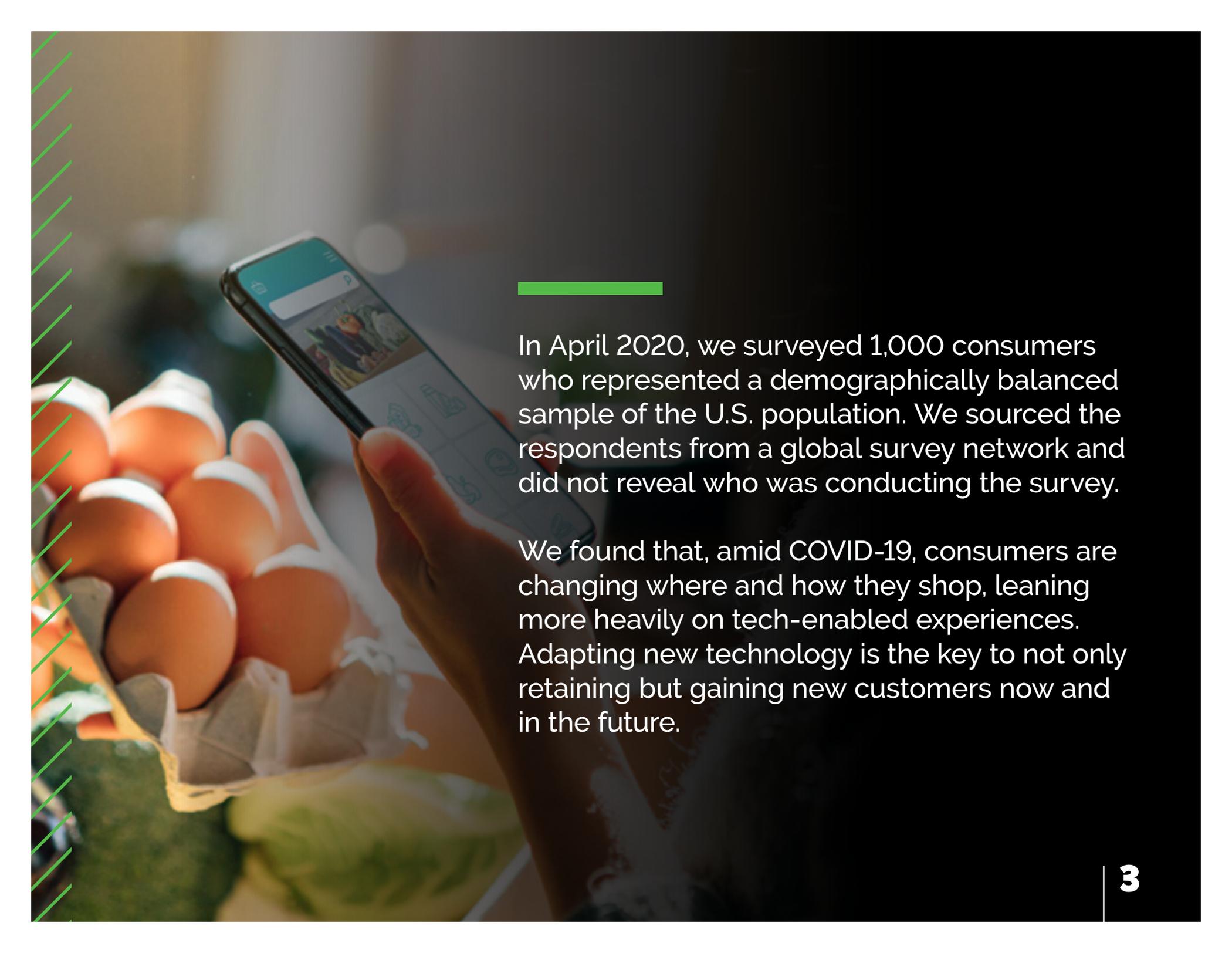


Retail transformation in the age of COVID

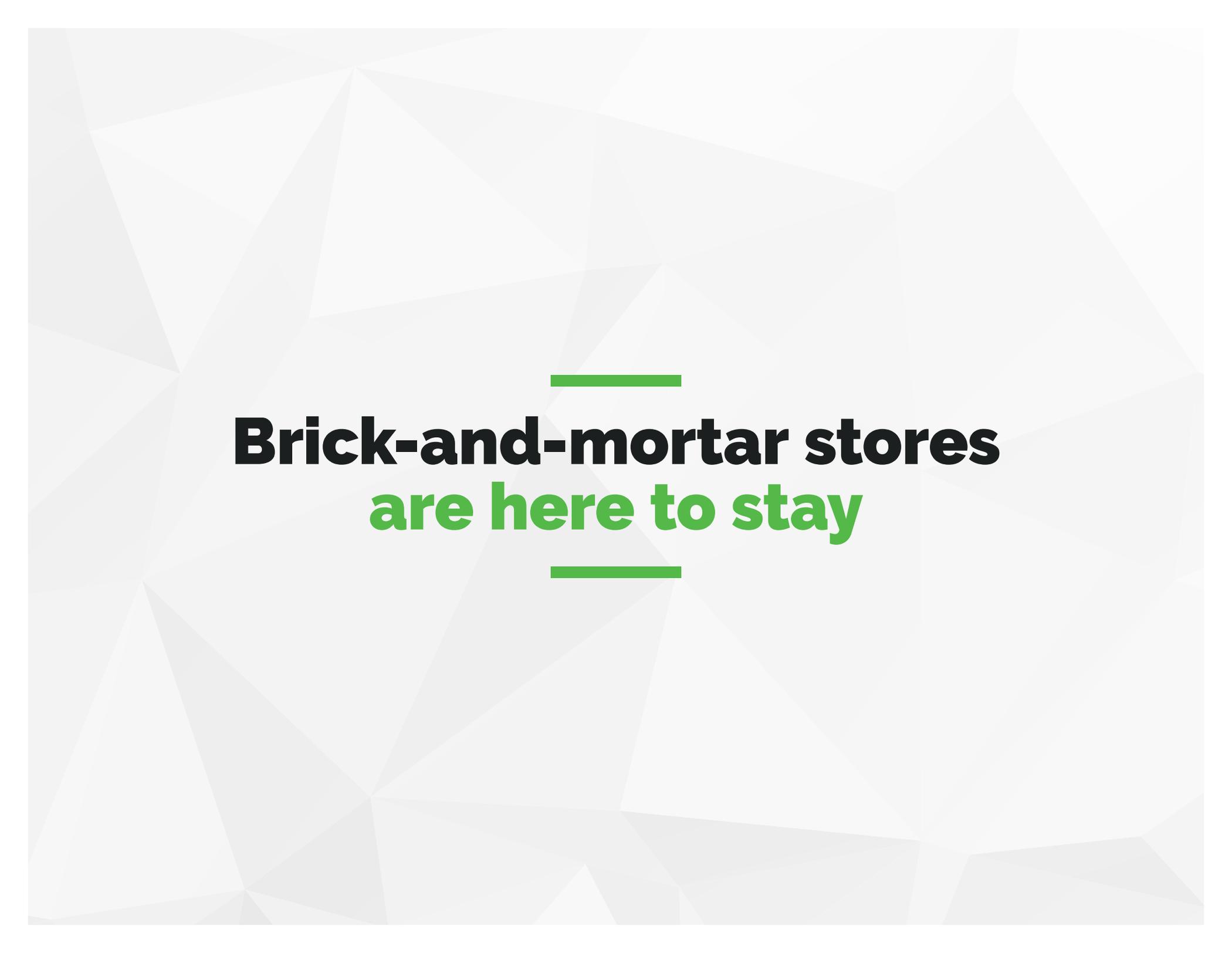


The way consumers shop and grocers operate has significantly changed during COVID-19. Adapting with new, flexible and innovative tech is crucial to keeping pace as the market changes. Choosing the right technology partner can ensure success now and in the future.



In April 2020, we surveyed 1,000 consumers who represented a demographically balanced sample of the U.S. population. We sourced the respondents from a global survey network and did not reveal who was conducting the survey.

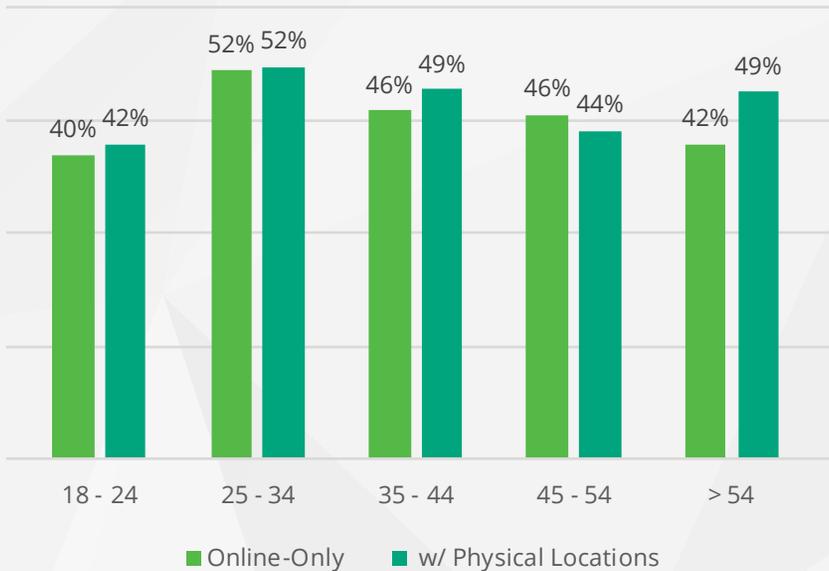
We found that, amid COVID-19, consumers are changing where and how they shop, leaning more heavily on tech-enabled experiences. Adapting new technology is the key to not only retaining but gaining new customers now and in the future.



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

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 COVID-19 era.

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:

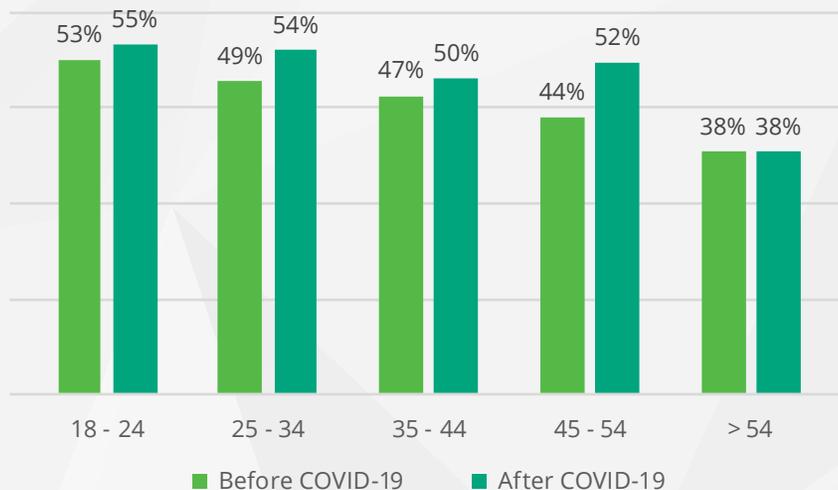
Offer hand-held scanners, self-checkout and seamless curbside pickup. These will be valuable assets as the audience looking for this kind of integration grows day by day.



**Self-checkout and hand-held
scanners in high demand**

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.”

NCR insight: Self-checkout means a safer, faster front end for everyone.

What to know:

Self-checkout is becoming the preferred option for many consumers looking for safety and convenience. It's showing an increase in staying power for many retailers in the COVID-19 era world.

What to do:

Use current data to examine and optimize your self-checkout operations to adjust for older consumers and those now using self-checkout for larger basket sizes.





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**Consumers change
the way they shop**

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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%	3%	47%	1%	29%	6%	29%	3%
Northeast	23%	8%	46%	1%	27%	3%	29%	4%
South	24%	2%	50%	6%	31%	4%	34%	3%
West	29%	1%	52%	9%	29%	9%	35%	1%

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

NCR insight: Consumers will continue to choose tech-enabled experiences

What to know:

1 in 5 consumers say they will probably or definitely change where/how they shop in the COVID-19 era.

Consumers say these changes aren't likely to fade once COVID-19 passes, and that their loyalties will go to those retailers that provide the kinds of technology-enabled experiences they're coming 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 consumer-base.





**Technology that keeps you
in business**

Innovation is your best ally

To compete in this new environment, retailers not only have to look at new technologies—but also 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. grocers that stay stagnant.

If 1 in 5 grocery shoppers are up for grabs and are increasingly interested in technologies like self-checkout, 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.**

NCR insight: Use this time to invest in technologies that lead to long-term success

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.





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Let's make change
simple
—



Assess and accelerate, end-to-end

Look for providers like NCR that offer the total package: innovative technology and strategic, experienced and proven business transformation support to get new experiences to customers 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 vs. grocers that stay stagnant
- Don't just think touchpoints. Instead, build end-to-end technology experiences.
- Redesign self-checkouts for wider audiences and more volume
- Personalization, transparency and delivery of new loyalty tentpoles for grocery and convenience stores

Retail Transformation Road Map

Grocery and convenience in a post-COVID-19 world



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.

**Change is simple when you're
backed by NCR. Visit our
Retail Transformation page or contact our retail
experts at [ncr.com/emerald](https://www.ncr.com/emerald).**
