

# SCOTTISH GROCER FEATURE SYNOPSIS

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## TECHNOLOGY

Editorial contact for this feature is

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Deadline for editorial submission **Monday August 26<sup>th</sup>, 2019**

- *We're keen to have opinions, thoughts and predictions on the following topical issues as well as general market information (for example market share, market trends and details of brand activity)*
- *It's always very useful to receive images - 300 dpi if possible. Good images include product shots, pictures of people quoted in the copy, and pictures of advertising and marketing activity*
- *And please feel free to provide anything else you think is relevant*

Contactless payments, self-service checkouts, 'grab and go' apps in the aisle? Retailing is undergoing a technological revolution at the moment and convenience retailers will doubtless be keen to keep up. While tech-giants like Amazon experiment with some fairly radical store concepts, closer to home there have been many developments retailers can take advantage of. In this feature we'll look at how retailers can use the latest tech to make life easier for staff and improve the shopping experience for customers. We would welcome comments on the following:

- In your view, what technological developments of the last five years have the biggest potential to improve a c-store business? And what developments can you see in the pipeline that could shake up the industry further?
- What advice would you offer for retailers looking to invest in new technology for their store (EPOS, digital screens, back office software etc.)? What are some of the key considerations when investing in new technology? What sort of support should retailers look for from technology providers when making a purchase? How often should retailers look to reassess their in-store tech?
- How can technology be used to boost footfall in-store? From social media and digital screens to loyalty apps and push notifications, what technological solutions do you think are most effective at bringing bodies into stores?

- What are your thoughts on self-service in convenience? What sort of stores might this technology be suitable for?
- What are the latest improvements to EPOS that you think retailers should be tapping into? How can retailers use their EPOS data to improve performance in store? For those retailers yet to adopt contactless, what are the advantages to offering this payment method?
- Do you have any NPD you would like to shout about?