

SCOTTISH GROCER FEATURE SYNOPSIS

MARCH 2020

TECHNOLOGY FEATURE

Editorial contact for this feature is

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Deadline for editorial submission **Monday January 27th, 2020**

- *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 is 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*

Technological tools can be a convenience retailers best friend, when used effectively. In this feature we'll look at some of the retail technology on the market today and assess how these solutions can benefit a convenience store. From contactless payments and self-service checkouts to loyalty apps and top of the range EPOS systems, there are plenty of options for the tech savvy retailer. We'd welcome comments on the following:

- In your view, what have been the most important technical innovations for convenience retailers of the last five years? How have these developments benefited convenience stores and what can retailers do to ensure they are making the most of them?
- What technological tools do you expect we will see more of in convenience retailing in 2020? What will the key trends be and how can retailers make sure they don't fall behind the competition?
- What advice can you offer retailers who may be looking to invest in technology (EPOS, digital screens, back office software, loyalty apps etc.) for their store? What are the key considerations when investing in new tech? What support/contracts should retailers look out for when purchasing tech products? How frequently should retailers reassess and reinvest in technological solutions?

- How can retailers more effectively use social media to boost footfall to their business? Beyond a simple social media post, what tools/products exist to help retailers expand their social media reach?
- With supermarkets and online giants like Amazon getting in on the grocery delivery act, what opportunities do you see in this space for convenience retailers? What are the key considerations for retailers looking to introduce a delivery offer and how can they use technology to make this process easier/more customer friendly?
- Do you have any NPD you would like to highlight?