

SCOTTISH GROCER FEATURE SYNOPSIS

August 2021

Apps and Payment Tech

Editorial contact for this feature is

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Deadline for editorial submission Friday, 2nd July.

- *We're keen to have opinions, thoughts and predictions on the following topical issues as well as general market information such as 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.*

Payment technology and apps have both come on leaps and bounds in convenience. In this feature, we'll look at how retailers can make use of these developments by investing in technology that's right for their store. We would welcome comments on the following:

- How has payment technology/retail app evolved since the pandemic hit in early 2020? What has the adoption of new solutions been like in the convenience channel? What are the key trends that retailers should be aware of? Do you believe services like home delivery and click & collect will continue to prove popular when restrictions have been lifted?
- What are the advantages of investing in retail technology? What sorts of apps/payment technology should retailers be prioritising in their store?
- How important is an effective loyalty scheme to success in the convenience channel? Are there lessons that can be learned from the grocery channel? What are the key developments in digital loyalty that retailers should be aware of?
- What questions should retailers be asking when investing in apps or payment technology? What support is there on offer for retailers who may not be the best with technology/app solutions?
- What solutions does your firm offer? How does this benefit c-store retailers/What's your USP? What are the contract terms/expenses to running your payment tech/app solution in store?