

## SCOTTISH GROCER FEATURE SYNOPSIS

May 2022

### Apps & Payment Technology

Editorial contact for this feature is

Callum McDade [callum.mcdade@peeblesmedia.com](mailto:callum.mcdade@peeblesmedia.com) 0141 567 6032

Deadline for editorial submission, Thursday 31<sup>st</sup> March

- *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.*

Covid has changed the retail landscape and some independent retailers made years of technological progress in the first few weeks of the pandemic. From mobile payment solutions to home delivery and loyalty apps, there are many options out there for the forward thinking retailer. We would welcome comments on the following:

- In your view, what are the key technology tools that can help retailers boost sales, footfall and/or margins? What are the benefits of investing in apps and payment technology?
- What questions should retailers be asking when investing in apps or payment technology? How can retailers ensure they're investing in a technology solution that's right for their store?
- What solutions does your firm offer and how do these differ from the competition? What's your USP? How has your offer evolved over the last year and do you have any developments in the pipeline?
- What are your thoughts on augmented reality apps for retail? Is this an area with potential for long-term growth, or is the jury still out?
- The pandemic brought the QR code back from obscurity and consumers are now more than used to scanning with their phone. What opportunities does this technology open up for retail-focused app and payment solutions?
- Do you have any NPD or campaigns you want to shout about?