

SCOTTISH GROCER FEATURE SYNOPSIS

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Apps & Payment Technologies

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Deadline for editorial submission Wednesday 21st June

- *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.*

Technology has come on leaps and bounds post-pandemic and this has been no different for the convenience channel. Now consumers expect that extra level of convenience from their local store and retailers need to be prepared to meet the demand. In this feature, we will look at the cutting-edge developments for the sector and what c-store retailers should be focusing on if they are considering bringing their store into the future. We would welcome comments on the following:

- How has payment technology/retail app evolved over the last few years? What has the adoption of new solutions been like in the convenience channel? What are the key trends that retailers should be aware of?
- 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?