

## SCOTTISH GROCER FEATURE SYNOPSIS

May 2024

### Apps & Payment Technology

Editorial contacts for this feature are:

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Deadline for editorial submission Wednesday 27<sup>th</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.*

From mobile payment apps to home delivery solutions, consumers now expect a more hi-tech offering from their local convenience stores and retailers will be keen to meet this. There are plenty of options out there to consider implementing in stores and, in this feature, we will aim to cover the wide selection out there. 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 is your advice for retailers who could be hesitant about introducing new tech solutions to stores given the ongoing economic challenges? Are there long-term financial benefits to introducing this tech? If so, how could they benefit a c-store retailer?
- QR codes have seen a new life in recent years as more consumers make use of them again. 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?