

Scan & Go: A Fleeting Fad or the Future of Retail?

A guide for retailers,
brought to you by Anyline



Since the first Amazon Go video hit Youtube back in 2016, Scan & Go has become the talk of the retail world. But is it the future of retail, or another fleeting fad?

In this brief ebook, we'll walk you through:

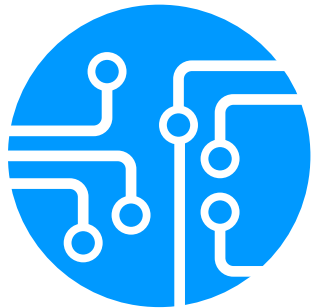
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Retail has changed more in the past year than the previous decade.

With the ‘great acceleration’ of ecommerce and online options, shoppers have more choice than ever – and new demands – of their favorite brick-and-mortar stores.

Today, an exceptional in-store experience:



implements **high tech,**
low touch



gives your shoppers **control**
and **peace-of-mind**

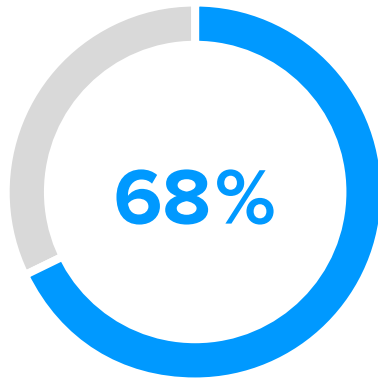


prioritizes
health and safety

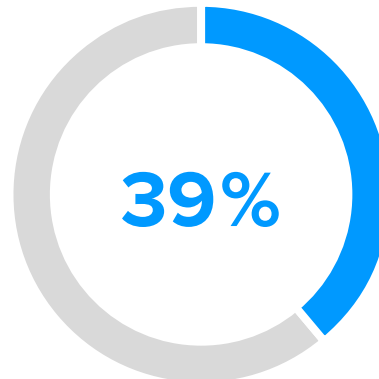
COVID-19 has changed retail habits.



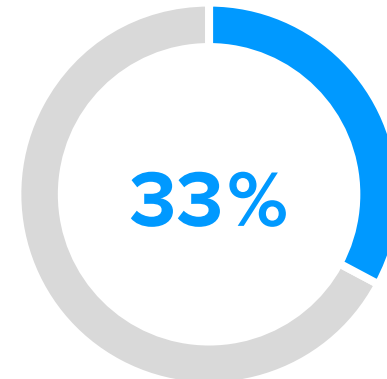
According to our recent [survey](#), **6 in 10 US shoppers** changed their retail habits in the past year. In fact:



now shop more **online**.



have started using **curbside pickup**.



are now using **home delivery**.

And the changes are here to stay!

65% intend to continue current shopping habits even when pandemic risks end.¹

Part 1: The State of Play for In-Store Retail

Brick and mortar shopping is far from dead...

“...the ability to **see, touch** and **feel** products ranks highest among the reasons consumers choose to shop in stores versus online.”

Sandy Skrovan, Retail Dive²



Just like online shopping, people want technology to **enhance their in-store experience.**

With speed:

Nine in ten Americans (89%) say it's important that grocery stores use technology better and/or more efficiently to make **checking out fast.**³



Of course, this is nothing new.

Self-service checkouts have been around since 1984 when they were invented by David R Humble.



But are **actually faster to use?**



Part 2: An Inconvenient Truth...

Self checkout is actually far slower for shoppers...

One study of UK grocery stores found self-checkout took **almost 4 minutes longer!**⁴



6 minutes 45 secs

Average time for self-service checkout



2 minutes 53 seconds

Average time with for employee checkout

Self-checkout is not a good customer experience...

“Please place your item in the bag’ and ‘unknown item in the bagging area’ are among the most-loathed phrases in the 21st century lexicon for a reason.”

Bryan Merchant, Gizmodo.⁵

Part 3: A Viable Alternative?

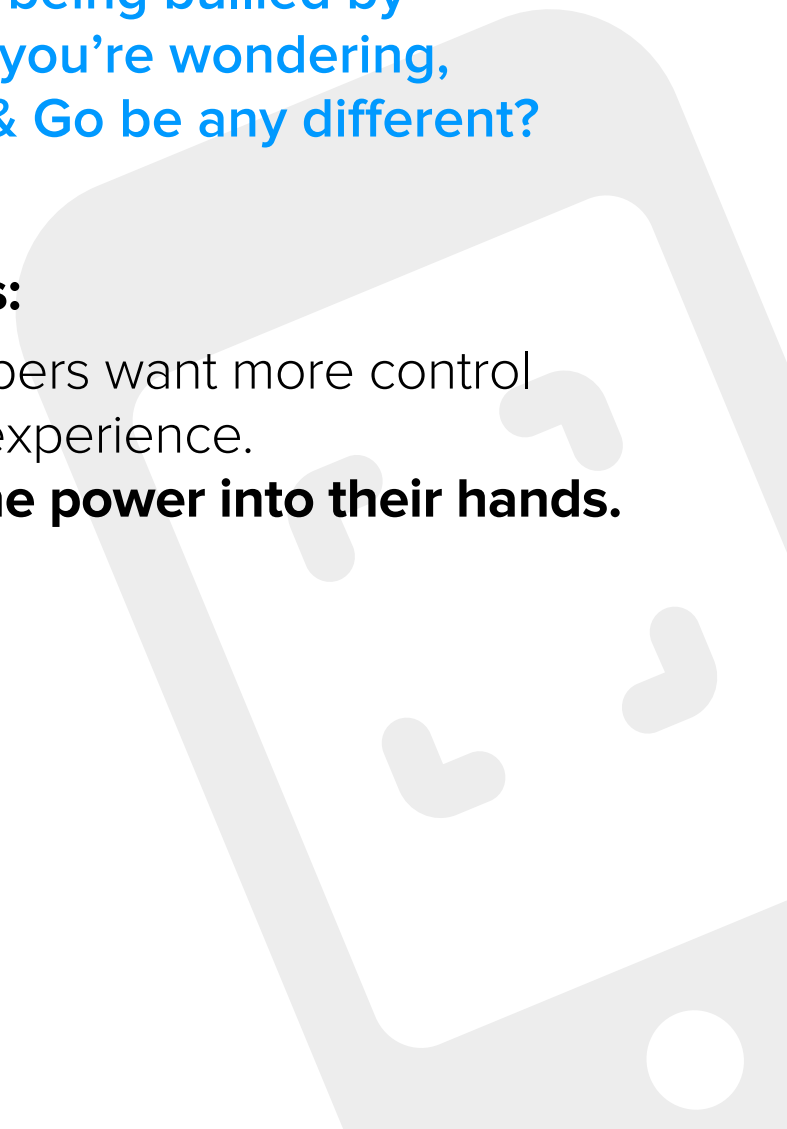


If customers hate being bullied by machines maybe you're wondering, why would Scan & Go be any different?

The answer is this:

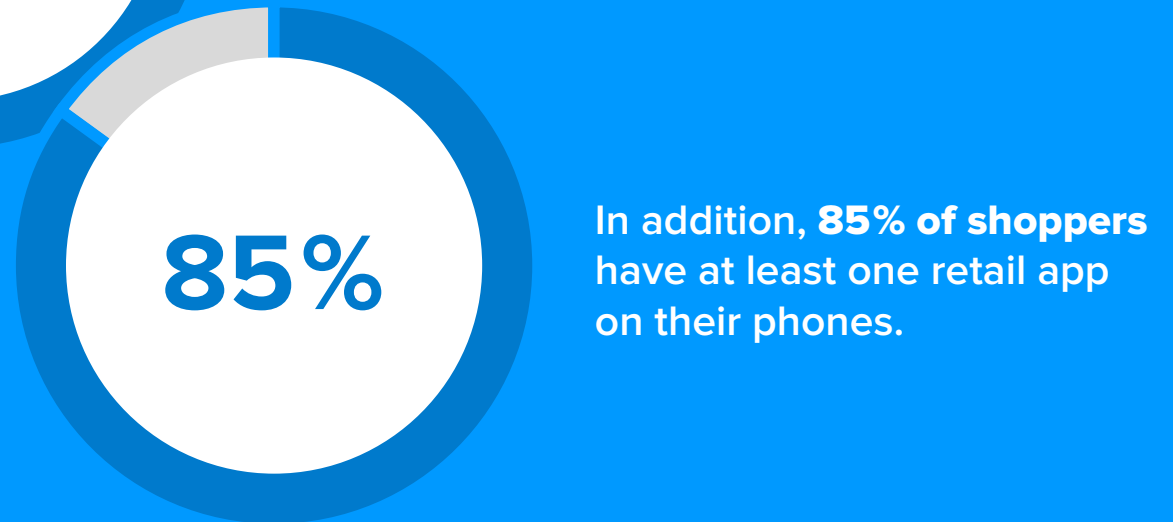
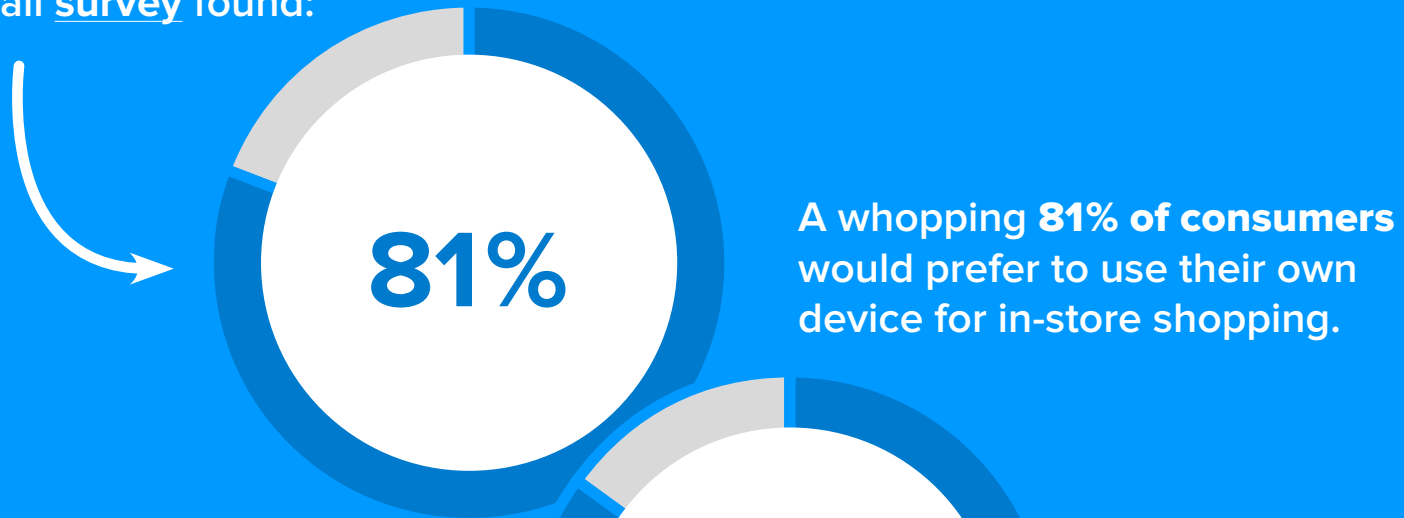
Post-COVID, shoppers want more control of their shopping experience.

Scan & Go puts the power into their hands.



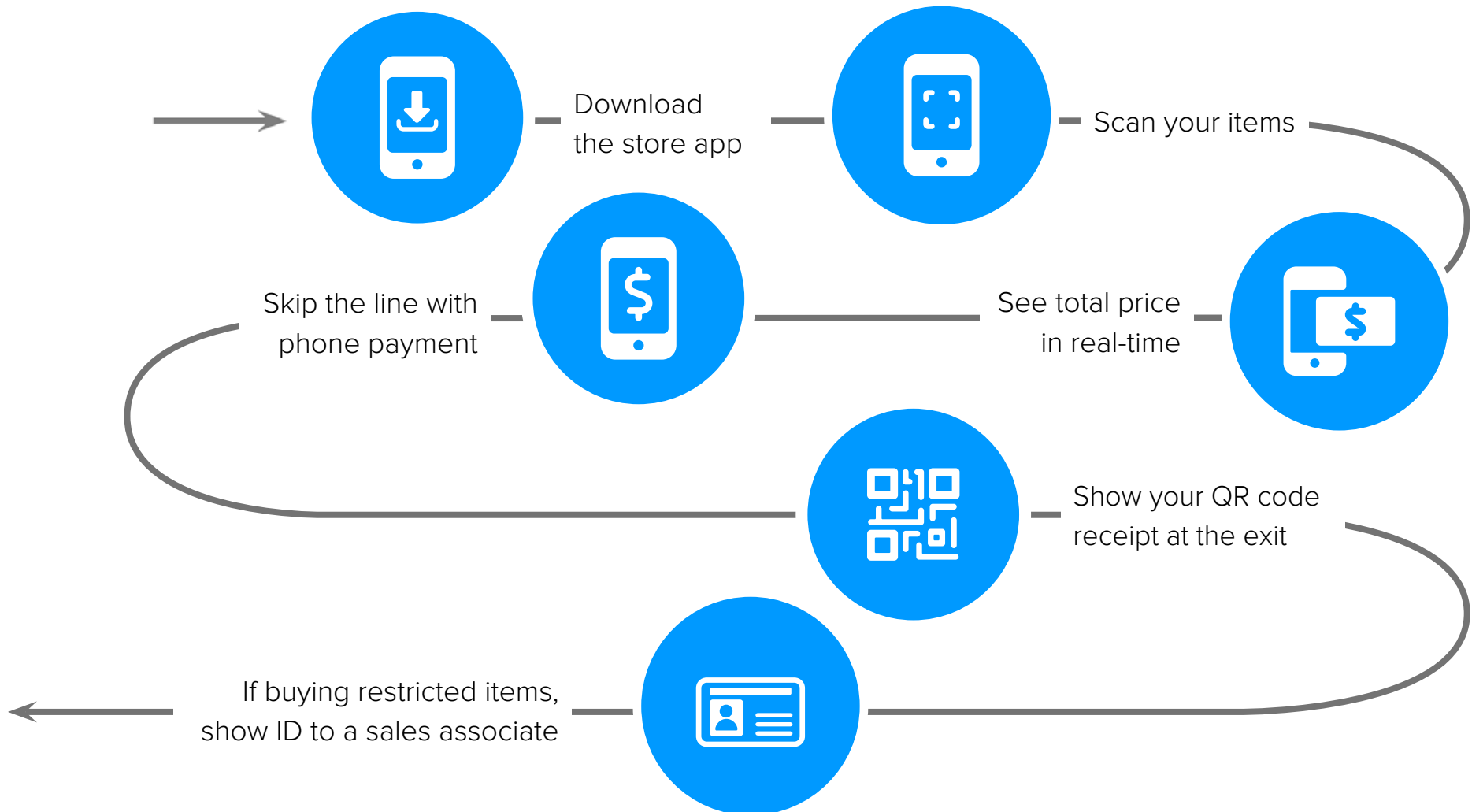
Shoppers are ready for Scan & Go

Our retail survey found:



How does Scan & Go work?

Let's take a look at a sample customer's journey with Scan & Go:



Part 4: Is Scan & Go A Good Fit for Your Store?

How Scan & Go Benefits Your Customers

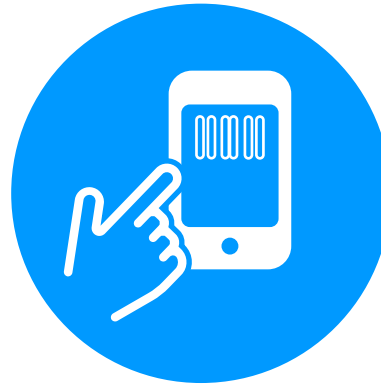
Scan & Go shopping delivers on the promise of self-checkout, and eliminates its downsides.

Fast



With easy on-app payment, checkout times disappear

Easy to use



Shoppers prefer to use their own phone than a store device

Safe



Health-conscious shoppers want less touchpoints and lines

How Scan & Go Benefits Your Bottom Line

Cost-effective



It needs no extra hardware, and far less investment than self-checkout machines

Encourages customer loyalty



Engage directly with customers via your app with in-store discounts, loyalty programs and more!

Lets you know your customers better



Get insights into customer behavior and preferences through their purchase history

Are there downsides to Scan & Go?

Like any new technology, Scan & Go does have some risks to consider:



Possible problems:

- Theft
- Unauthorized purchases of age-restricted goods
- Registration or login problems
- Connection issues



Solutions:

- Store associates can verify larger purchases at exit gate
- Integrate ID verification into your app or check at the exit gate
- Create an easy-to follow on-screen walkthrough or getting started
- Offer free in-store wifi for customers

Final Considerations

Scan & Go is already rolling out in stores around the world – but consider these final questions before implementing it in your stores:

Can your store floor plan be adapted?

Scan & Go means reorganizing your store entrance, checkout and exit. However, it also frees up a lot of space from cash registers.

Are your products easily transported by shoppers?

Scan & Go works best with products that can be easily lifted, scanned and placed in the cart.

Are your products ‘low involvement’?

Like other self-service options, Scan & Go is most appropriate for independent shopping, which does not require associate advice to choose the right products.



If the answer to these questions is yes, Scan & Go will be a great fit for your store.

A quick recap of what we've covered.

- 1 COVID-19 has changed retail habits for good:**
Shoppers want a frictionless, touch-free shopping experience.
- 2 Customers want tech that enhances their in-store shopping:**
Current self-scanning kiosks take more time and cause more stress.
- 3 Customers are ready for Scan & Go shopping**
They view it as a faster, safer and more empowering alternative
- 4 Scan & Go will also benefit your bottom line**
Leveraging customer devices saves money and opens new engagement opportunities
- 5 Scan & Go has its limitations, and is not for every store**
This is true of all tech innovations, and can be reasonably managed.

Want to know more about mobile data capture in retail?

If you would like to see how mobile barcode scanning works, [schedule a call](#) with us and download our [demo app](#).

For leading insights on digital transformation trends in retail, sign up to our [newsletter](#) and visit the [Anyline blog](#).

Find out how these household names are using mobile data capture to engage their customers:



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