

# How are you rolling with today's retail disruptions?

Retail faced seismic disruption in 2020. Ready or not, you and your consumers had to leap to digital. But change is nothing new for retailers. The key is how quickly you can adapt.



## Changing shoppers

Consumers surge to online ordering and BOPIS



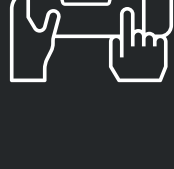
**1 in 5 said they'll change** where and how they shop<sup>1</sup>



**75% said they tried** different stores, websites or brands during the pandemic<sup>2</sup>



**57% of people are more likely** to use online ordering and in-store pickup at grocery and convenience stores<sup>1</sup>



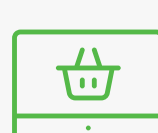
**42% of American shoppers and 43% of Europeans** said the COVID-19 crisis had changed their food and beverage purchasing habits



**80% said they'll continue** digital shopping<sup>2</sup>

## Changing retail environment

An online shopping & BOPIS bump



**In 2020 had more people ordering online** than ever before but 85% of transactions still happen in store<sup>4</sup>



**Buy online, pick up in-store (BOPIS)** surged 259% YoY 30% of consumers prefer BOPIS over delivery<sup>8</sup>

A massive shift to self-checkout



**75% of consumers are likely** to use grocery or convenience store self-checkout<sup>1</sup>



**49% say they will "probably" or "definitely"** use self-checkout more often, a 7% increase



Self-checkout technology saw a **52% growth in 2019**



**79% of consumers intend to continue or increase** self-checkout use post-pandemic<sup>5</sup>

Safety drives loyalty



**80% of people say they'll change** how they engage with publicly available technology<sup>6</sup>



**72% of people have** worn gloves or wiped down a public surface<sup>6</sup>



**13% of consumers switched** brands with better hygiene protocols<sup>5</sup>



**15% of people are using** BOPIS more and 60% intend to continue<sup>5</sup>

Contactless continues



**79% of consumers worldwide** are using contactless payment<sup>7</sup>



**82% of people say** contactless is the cleaner way to transact<sup>7</sup>



## Changing pace

The retail industry's sudden great leap forward

**Retail invested in 3 years** of digital transformation in 6 months<sup>9</sup>

eCommerce saw **10 years' growth in 3 months**<sup>2</sup>

**89% of purchasing managers** bought the same or significantly more on B2B marketplaces due to COVID-19<sup>10</sup>

**And 57% were spending even more** on marketplace ecommerce sites, including 22% significantly more.

**77% of UK businesses say** COVID-19 increased their budget for digital transformation

**70% of retail companies are** accelerating their digital transformation.<sup>11</sup>

**"A holistic, technology-enabled 'reboot' could lift UK retailers' margins by 280-600 basis points."**<sup>12</sup>

Let's make change simple

- 1 Take a consultative approach** to deployment, understanding the impacts & benefits of change
- 2 Take the initial steps** with the easier, less complex aspects of store transformation
- 3 Build a successful framework** and achieve the critical elements of organizational change, commitment and customer adoption
- 4 Focus on becoming future ready** – having a flexible, scalable retail infrastructure that supports your vision, growth and target pace of deployment.

## Retail Transformation Road Map

Grocery and convenience in a post-COVID-19 world



**Curbside and in-store pickup**

Direct integration of supply chain and location awareness to deliver direct to customer vehicles.



**Contactless checkout**

Reducing physical touchpoints in the store to protect employees and customers.

**Front-facing self-service kiosks and geolocation**

**In-store APIs and mobile engagement**

**Cross-Channel Customer Experience Design**

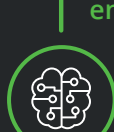
**In-store mobile engagement APIs**

**Loyalty Program Redesign**



**Clicks-to-bricks strategies**

Proactively communicating the strength of supply chain and localization of services in an eCommerce setting.



**AI-enabled self-service**

Use of customer mobile devices and scanners to reduce customer touchpoints and speed throughput.



**Next-gen loyalty**

Loyalty that replaces discounts and promotions for convenience and access to services.

Transform at your pace with our Next-Gen Retail Store Architecture & solutions

**Software Defined Store**

**NCR Emerald**

**NCR Self-Checkout**

**NCR eCommerce**

**Digital Connected Services**

Now is the time to invest—not rest.

Partner with NCR on no-regret decisions with solutions that let you transform at your pace, maximizing the investments you already have.

Learn more at [NCR.com/retail](https://www.ncr.com/retail).

**"Companies with resilient, future-ready business models positioned to ride these trends have pulled further away from their industry peers, while those with legacy business models have, for the most part, fallen further behind."**

- McKinsey, The Great Acceleration

<sup>1</sup> NCR Consumer Survey, April 2020

<sup>2</sup> McKinsey, The Quickening - The Quickening.

<sup>3</sup> <https://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/five-fifty-the-quickenings>

<sup>4</sup> McKinsey data, via <https://www.cnn.com/2020/09/06/how-coronavirus-convicted-grocery-chains-to-experiment-with-new-tech.html>

<sup>5</sup> McKinsey, <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/the-great-consumer-shift-tens-charts-that-show-how-us-shopping-behavior-is-changing>

<sup>6</sup> Finextra 2020

<sup>7</sup> Mastercard, 2020

<sup>8</sup> ROI Revolution, <https://www.roirevolution.com/blog/2020/12/coronavirus-and-ecommerce/>

<sup>9</sup> Zinnov, 2020

<sup>10</sup> Digital Commerce 360, <https://www.digitalcommerce360.com/2020/11/20/amid-covid-19-b2b-buyers-turn-more-to-marketplaces/>

<sup>11</sup> Twilio, via <https://www.iot-now.com/2020/07/23/104031-covid-19-has-spurred-digital-transformation-by-5-3-years-says-study/>

<sup>12</sup> <https://www.mckinsey.com/~media/mckinsey/industries/retail/our%20insights/rebooting%20retail%20how%20technology%20will%20shape%20the%20future%20of%20retail/rebooting-retail-how-technology-will-shape-the-future-of-retail.pdf>