



Go fast, stay flexible

Move quickly without limiting your
options with Floodid

The speed of retail



The world of retail can often feel as if it's moving at lightning speed. As customers increasingly value personalisation, efficiency and choice in the way they transact, businesses are constantly adopting evolving technologies to keep pace. Recent years have seen stores adopt everything from banks of self-checkout kiosks to AI-powered data insights, increased automation, hybrid online integrations, smart sensors and mobile-powered contactless payments. But with every new integration comes cost and risk. Retailers are often faced with tough choices of which new technologies to adopt, how best to implement them, and when to make the change.

Choosing the right technology

With every change comes uncertainty. Many new technologies have become mass-adopted, adding value for consumers and retailers alike. By 2022, self-checkouts accounted for around 40% of US checkout lanes, [according to one report](#). A year earlier, Accenture stated that [93% of North American retailers](#) used RFID tagging technology, which is now being utilised at the point of transaction, as well as for inventory tracking. Yet, other innovations have been less successful, with Amazon recently pulling its contactless Just Walk Out feature from its major grocery stores in favour of smart carts. Other retailers have reported increased theft in store, with a recognition that self-checkouts can be 'worked' by unscrupulous individuals. While fast adoption of new technology can pay dividends in terms of attracting additional spend and loyalty, adoption should never limit the ability of retailers to adapt and iterate once a new solution is in place.



Shop thefts have more than doubled in the UK over the past six years

Source: [British Retail Consortium](#)



Image: Cust2Mate

The right way to implement



Nearly 80% of shoppers will go to the store to buy when they have an item they need or want immediately

Source: [Google](#)

Transaction innovation may be the end goal but there are many steps to consider when adopting new ways to pay. Smart implementation is a key factor, ensuring that new technologies and processes are tested while maintaining (and protecting) a variety of endpoints for customers. Controls and measures of success can also ensure that a consistent ROI is met during new implementations. Empowering data insights can also allow businesses to maintain their understanding of the presence and preference of their customers throughout the retail evolution, including tracking adoption levels of new endpoints, so they can adapt accordingly.

As the world evolves, retailers must evolve too, but change doesn't always occur in a linear direction. Following the Covid-19 pandemic, for instance, [experts and analysts](#) predicted a rapid decline in in-person shopping, favouring contactless online transactions in the future. Yet, as of 2024, [40% of US consumers](#) make an in-store purchase at least once a week and only [20% of retail purchases](#) in the US take place online. Going all-in on online-only stores could have been a disaster for retailers post-pandemic. Clearly, flexibility and not just speed of adoption is crucial for retailers as they respond to an ever-changing world.

The pace of change that makes sense

Change can ultimately be a risky undertaking for any business. From the speed of customer journeys to the volume of processed transactions, the speed of adopting new technology and the speed of data processing, there are an overwhelming number of factors to consider. To thrive, retailers need to take on change with the help of a trusted partner that can meet business-owners where they are and implement flexible processes that ensure the right changes are made at the right time. Since the speed of retail isn't about being fast for its own sake, it is an essential balance between pace and flexibility, allowing retailers to adapt for the future without compromising customer experience or operations, or the ability to switch tactics in the short or long-term.

We delve deeper into the ways that retailers can change at a pace that suits them and their customers, all while ensuring reliable, repeatable deployment.



Transaction technology – transforming all the time

One fast-moving technology, RFID tags, have become an invaluable resource for faster, secure scanning at self-checkout. Retailers such as Decathlon and Uniqlo are already embedding their products with small, hidden RFID tags, each featuring a unique code that is read by the self-checkout without the need for individual scanning. Shoppers can instead place all their items in the bagging area and wait for recognition – upon payment the code is disabled and they are free to walk out with their items. The seamless, automated and even [magical](#) technology can reduce shopper frustrations at checkout owing to misidentified items, as well as reducing theft for businesses, since RFID codes will alert security gates if customers attempt to leave the store without paying. However, only having unmanned RFID-led checkouts is not right for every retailer, or every customer, and our view is that in most cases it's vital that retailers provide choice in ways to pay, rather than going all-in on one technology.

Smart carts are another growing solution. Utilising AI technology, computer vision and location sensors, smart carts allow customers to locate items via an on-cart screen featuring maps and navigation, as well as receiving personalised shopping experiences that track their savings and spending as they move through the store. Amazon has recently implemented smart carts throughout its US grocery stores to replace their previous contactless Just Walk Out technology, while Walmart and Kroger are also currently experimenting with the technology. In France, Latin America, and Australia similar trials of various smart cart solutions are taking place and receiving quite a bit of positive feedback. But smart carts, despite their advantages, cannot offer the same human interaction a lonely shopper may crave. Again, customer choice is key.

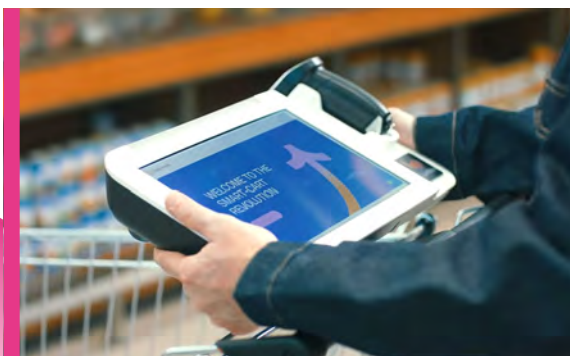


Image: Cusf2Mate

Smart carts can become a critical hub for a frictionless shopping experience that delivers more utility and benefits over time. It blends online and physical shopping, creating a richer, more cohesive and efficient environment for both the shopper and the retailer.

Source: [Forbes](#)

The true accelerator: the cloud



88% of respondents agreed that cloud computing increases efficiency and agility in their businesses

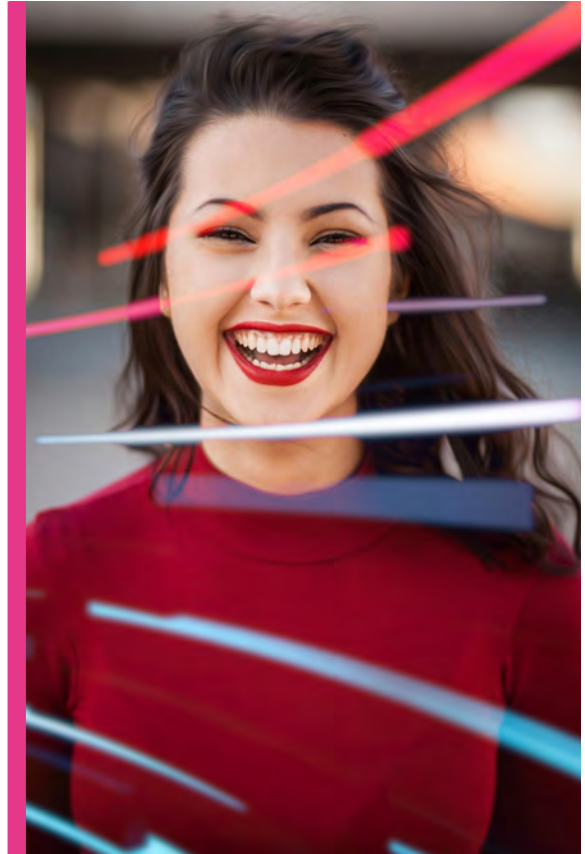
Source: [Deloitte](#)

The most significant facilitator of these tech disruptions has been the development of cloud computing. Where new technologies and infrastructures might have previously meant months to purchase, ship and install, cloud-based servers now allow retailers to push and pull data updates rapidly and to spin up and down instances of software, enabling change without huge expense or physical equipment. This increased agility can allow retailers to test the practicality and effectiveness of new technology, performing iterative implementations to avoid disrupting existing processes. Thanks to a flexible approach, best-practice cloud computing can mitigate worst-case scenarios of massive reputational and revenue loss, avoiding the recent nightmare example of CrowdStrike's update that affected over 8.5 million global systems and cost [US Fortune 500 companies \\$5.4bn](#).

Data – empowering fast associates

Faced with increasing changes in retail and the proliferation of new experiences, consumers will always shop wherever they feel meets their specific demands and priorities at the time. As retailers evolve, it is crucial they therefore continue to put the needs of their customers first, rather than rushing to implement change at the cost of loyalty or satisfaction. To understand these customer needs requires gathering and analysing data – the foundation that ultimately allows technology to return on its promises.

Technology like AI can be used to understand consumer dwell time and interaction with products, while facial recognition technology can help produce insights into product popularity, allowing retailers to adjust their inventory accordingly. With greater data insights at their fingertips, store associates will be able to perform increasingly flexible roles to deliver an excellent experience that stays on the pulse of their shoppers. Since some customers might desire a slower, more engaging and personalised checkout while others prefer automated speed, data-empowered associates can meet that shifting demand at pace. In the frontline, and the head office, insights can help retail workers to understand fast-changing trends and flex their operations accordingly.



71% of consumers expect companies to deliver personalised interactions and 76% get frustrated when this doesn't happen.

Source: [McKinsey](#)

A trusted partner for practical change

From meeting customer demand and delivering seamless experiences to flexible adaptation, iterative implementation and allowing for the pace of future evolutions, the speed of retail is clearly a complex and multifaceted undertaking. Time is money but so is loyalty and customer service, therefore retailers need to stay on the pulse of their changing customer needs to keep growing, remain resilient and change at a pace that suits their operations and market conditions.

One solution for retailers is to work with a trusted partner that has a longstanding history of helping the world's biggest brands tackle the latest developments in the fast-moving world of retail. At Flooid, we have more than four decades as a trusted advisor and technological expert, helping retailers make the decisions that work best for them.

We believe that retailers need to master the change that benefits their businesses, creating the flexibility needed to build a robust, agile, ecosystem without huge capital investment. Our open API system adapts to the different facets of retailers' needs, while A/B testing ensures that any major changes are first rolled out on a select, controlled sample before being deployed in a deliberately phased manner to the larger estate once confidence is achieved. Measured and managed change ultimately ensures stability, allowing retailers to make the most of the tools that technology can bring us without compromising on customer focus.

Flooid's composable unified commerce platform and cloud-based computing blueprints allow retailers to easily gather and analyse data on their customer preference and presence through interactive dashboards, while our Insights and Empower capabilities place the retailer in the driving seat, providing easily accessible data in stores and enabling associates to respond with agility to changing real-time customer demands. Through this robust and composable infrastructure, Flooid focuses on the practicalities of making exciting technology work in retail environments, allowing businesses to measure as well as manage innovation to produce fast, repeatable and reliable deployment. This composability also allows retailers to experiment, replace, re-install or reinvent any way to shop.

With customer needs, technological change, new disruptors and the pressure of growth and profitability all driving the speed of retail, change can be an overwhelming proposition, but only if you go it alone. Flooid's customer-centric approach means that we meet you where you are and take you need to go next with proven feedback loops and cycles of information along the way. Through working with a trusted partner to design, deploy and deliver solutions, we can help you move at the speed of retail.



If you are interested in learning how Flooid's solutions can help make your retail locations more efficient, adaptable and future-ready, please speak to a member of our team.



About Floodid

Floodid, a GLORY company, is a market-leading unified commerce platform provider that enables retail and hospitality brands to sell to customers flexibly and consistently, wherever they are and however they choose to shop. Our scalable cloud-native composable solution and services portfolio includes assisted and self-service experiences, an open API services platform and operational business analytics as well as cloud, platform and endpoint managed services that enable retailers to select the right mix of overall services and technology partners to facilitate the selling journey that's right for every customer. One composable, unified commerce platform. Unlimited possibilities.

floodid.com

About Glory

As a global leader in cash technology solutions, we provide the financial, retail, QSR, cash centre and gaming industries with confidence that their cash is protected and always working to help build a stronger business.

Our cash automation technologies and process engineering services help businesses in more than 100 countries optimise the handling, movement, and management of cash. While we span the globe, we personally engage with each customer to address their unique challenges and goals – enhancing staff efficiency, reducing operating costs and enabling a more rewarding customer experience.

Employing over 11,000 professionals worldwide with dedicated R&D and manufacturing facilities across the world, Glory is built on a rich customer-focused, technology-driven heritage spanning almost a hundred years.

glory-global.com