

# Frictionless shopping

**Make transactions faster and customers happier, while gaining valuable data.**



Nobody likes queueing. It's not good for business or customer satisfaction. Frictionless shopping can help solve that by using the latest technology to streamline the shopping experience via 'scan and go' or 'cashierless purchasing'.

Both technologies eliminate the need to queue at the checkout and therefore can help with achieving a major aim of retailers worldwide: greater customer convenience with potentially faster, more cost-efficient transactions.

With scan-and-go customers use their mobiles to scan items as they shop. They also pay with their mobiles and exit the store without having to interact with staff or swipe barcodes at a self-checkout machine.

Cashierless checkout takes the concept a step further by using advanced in-store connectivity with smart cameras to recognise a customer and track items as they're added to their basket. Cameras and sensors identify the items and automatically charge the customer's account as they leave the store. Customers simply check into the store—using a credit card, mobile app or biometrics—pick up whatever they want and walk out.

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### The benefits are clear

Frictionless shopping can help to deliver a speedier, less stressful customer experience, while reducing staff workload—a benefit that retailers are welcoming, given the current struggle to hire and retain employees.

Furthermore, it lets you gather valuable data on customer behaviour and preferences, which can be used to improve the shopping experience and drive sales.

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### How Verizon can help

Advanced in-store connectivity is essential for frictionless shopping. The use of apps, sensors and cameras requires a robust infrastructure that can securely handle large amounts of sensitive data in real time. High-speed internet connections and reliable wireless networks are also needed to support the use of mobile devices and other connected technologies. Plus, with sensitive customer data to protect, it's essential to have robust cybersecurity measures in place.

With 5G Business Internet and 5G Private Network Solutions, plus a range of cybersecurity options, Verizon helps retailers embrace connected technology. And that's just one way Verizon is enabling the connected stores of the future—helping to make retail businesses work smarter and protect payment data, while delivering unique customer experiences.