

# 3 EXISTING RETAIL TECHNOLOGIES TAKING OFF DURING COVID-10



COVID-19 is expediting the adoption of existing retail innovations.

## 1 CONTACT-FREE WITH CONTACTLESS

Contactless payments have slowly been gaining traction in the U.S. Many consumers had been using mobile wallets at the checkout (i.e. Apple Pay) to benefit from faster, convenient and more secure transactions. However, with COVID-19, the adoption of contactless payments has accelerated because it reduces the amount of physical contact a customer has with a payment terminal - making it a cleaner, safer way to pay.



## 2 SELF HELP WITH SELF-SERVICE

While we saw interest in self-service before the pandemic, the health crisis has brought increased attention to these solutions from traditional retailers. Self-service frees up floor space by reducing the number of checkout lanes and by offering a self-checkout experience throughout the store, helping with social distancing for both the consumer and the cashier.

## 3 MOBILITY EVERYWHERE

Many sophisticated retailers are looking for ways to provide the ability for customers to have a more personalized experience while being able to complete a transaction anywhere in the store. From accepting card-present transactions with home delivery options to mobile checkout at store curbside, mobility solutions are top of mind for all retailers.



### Strong Technology Foundation

While the pandemic played a big role in speeding the adoption of these technologies, it also helped retail businesses build a stronger foundation for an improved customer experience. Consumers are getting used to these solutions and value the convenience of paying with their mobile wallets or using a self-service solution at checkout. Where retail technology goes from here is yet to be determined but after this experience, merchants and solution providers will need to be more agile and adapt to any situation.

If you are a merchant or a solution provider and are looking for the best way to adapt your business to serve your customers better, get in touch with us.

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Leverage Technology to Adapt to the Changing Payments Landscape