

Retail Technology Innovation Hub

THE FUTURE OF FURNITURE SHOPPING

How 3D digital tools fuel the hybrid research and shopping journey

**Retail
Technology
Show 2025
interviews
and
essential
information**

Influencers assemble!

Latest edition of the RTIH Top 100 Retail Technology Influencers List has arrived

The new loyalty landscape

The immediate future of retail loyalty promises a profound transformation

2024 RTIH INNOVATION AWARDS REVIEW





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Retail Technology Innovation Hub



ON THE COVER

The future of furniture retail: How 3D digital tools fuel the hybrid research and shopping journey.



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ISSUE

April - June 2025

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Editor's letter

Welcome to this bumper edition of Retail Technology Innovation Hub (RTIH) magazine.

Chances are, you've picked this here magazine up at Retail Technology Show 2025 in London. If so, we're over at stand E90, so please do drop by, say hi, and tell us how much you love our content (last suggestion entirely optional, of course).

With thanks to our advertisers: Hanshow, Vista Technology Support, Nextail, Star Micronics, VoCoVo, 3D Cloud, Barron McCann, Walkbase and STRATACACHE, HomeByMe, Jisp, Vaibe, LS Retail, Snappy Shopper, Nearby Computing, Studio Rx, Retail Express, Enactor, and Sitoo. Many of these guys are out in force at Retail Technology Show 2025, and you should definitely drop by their stands.

In this issue, in addition to RTS 2025 interviews and essential information, we take a look back at the 2024 RTIH Innovation Awards.

Our 2024 hall of fame entrants were revealed during an event which took place at RIBA's 66 Portland Place HQ in Central London on Thursday, 21st November, and consisted of a drinks reception, three course meal, and awards ceremony presided over by the rather excellent comedian Lucy Porter.

The event is now into its sixth year and what a journey it has been. It started life as an online only affair during the Covid outbreak, before launching as a small scale in real life event and growing year on year to the point where we're now selling out a fine, historic venue like 66 Portland Place HQ.

Checkout-free stores, automated supply chains, immersive experiences, on-demand delivery, next generation loyalty offerings, inclusive retail, green technology. We had all the cool stuff covered. But just importantly we had lots of great examples of companies taking innovative tech and making it usable in everyday operations - resulting in more efficiency and profitability in all areas.

The 2025 awards open for entries in April, with winners being announced during October. Stay tuned for further information.

This edition of RTIH magazine also includes the Retail Technology Innovations Report, sponsored by 3D Cloud. This highlights the top 25 retail tech plays of the past 12 months as decided by myself and an independent advisory panel.

Elsewhere within these pages, the latest edition of the RTIH Top 100 Retail Technology Influencers List has arrived, also sponsored by 3D Cloud. We're bringing you the people who made a splash in 2024 and are set for a barnstorming 2025.

If you made the list, well done you! If you would like to be considered for the 2026 edition, drop me a line at the email address below.

Scott Thompson

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Our 2024 winners strike a pose.

HALL OF FAMERS

On Thursday, 21st November, we announced the winning submissions at the 2024 RTIH Innovation Awards, sponsored by Vista Technology Support, CADS, 3D Cloud, SCALA, Brightpearl by Sage's Lightning 50, RTS 2025, and Business France.

2024 RTIH Innovation Awards

Our 2024 hall of fame entrants were revealed during an event which took place at RIBA's 66 Portland Place HQ in Central London, and consisted of a drinks reception, three course meal, and awards ceremony presided over by comedian Lucy Porter.

In his welcome speech, Scott Thompson, Founder and Editor, RTIH, said: "The event is now into its sixth year and what a journey it has been. The awards started life as an online only affair during the Covid outbreak, before launching as a small scale in real life event and growing year on year to the point where we're now selling out this fine, historic venue."

He added: "Well done to all our finalists. Many submissions did not make it through

to the final stage, and getting to this point is no mean feat. Checkout-free stores, automated supply chains, immersive experiences, on-demand delivery, next generation loyalty offerings, inclusive retail, green technology. We've got all the cool stuff covered this evening."

"But just importantly we've got lots of great examples of companies taking innovative tech and making it usable in everyday operations - resulting in more efficiency and profitability in all areas."

Congratulations to our 2024 winners, and a big thank you to our sponsors, judging panel, the legend that is Lucy Porter, and all those who attended our gathering.



Attendees check out our drinks reception selfie pod.

**The
2025**

**RTIH
Innovation
Awards
will launch
in April**



2024 RTIH Innovation Awards

Our 2024 winners and highly commended submissions

**Bricks and
Mortar Innovation**
Sponsored by StoreSpace

WINNER

Agency72 and The Fragrance Shop

HIGHLY COMMENDED:
Sensei

Virtual Store of the Year
Sponsored by Brightpearl
by Sage's Lightning 50

WINNER

The Linz Shop/BigCommerce

**Most Innovative
UK Retailer**
Sponsored by Scala

WINNER

Tesco

**Most
Innovative Retailer
(Rest of World)**
Sponsored by 3D Cloud

WINNER

Super-Pharm



Drinks reception in full flow.

2024 RTIH Innovation Awards

Supply Chain Innovation

WINNER

Shopopop

Customer Experience Excellence

WINNER

Deliverect and One Stop

Omnichannel Retail Initiative of the Year

WINNER

Ikea

AI Innovation (UK)

WINNER

Attensi

HIGHLY COMMENDED:
Renude

AI innovation (Rest of World)

WINNER

Nextail and Guess Europe

HIGHLY COMMENDED:
Orquest

Payments Innovation

WINNER

Snappy Shopper

Digital Transformation Project of the Year (UK)

Sponsored by Brightpearl
by Sage's Lightning 50

WINNER

Focal and Morrisons

Digital Transformation Project of the Year (Rest of World)

WINNER

NewStore and Clarks



RTIH's Scott Thompson kicks off the awards ceremony.



Our 2024 host Lucy Porter takes to the stage.

2024 RTIH Innovation Awards

Sustainable Retail Innovation

WINNER

StrongPoint and MTG Technologies

HIGHLY COMMENDED:
Datitude and QSA Partners

Inclusive Technology Innovation

WINNER

Currys

HIGHLY COMMENDED:
Lynx Educate

Technology Vendor of the Year (UK)

WINNER

Ocula Technologies

Technology Vendor of the Year (Rest of World)

WINNER

Everseen

Technology Implementation of the Year (UK)

WINNER

EE



2024 RTIH Innovation Awards

Technology Implementation of the Year (Rest of World)

WINNER

Sitoo and Varner

Best Retailer/Technology Supplier Relationship (UK)

WINNER

VoCoVo and Iceland

Best Retailer/Technology Supplier Relationship (Rest of World)

WINNER

Hanshow and Woolworths

Most Promising Innovation

WINNER

i love it

Startup of the Year

WINNER

Boxbar Tech

HIGHLY COMMENDED:
Legion Technologies

Overall Winner

StrongPoint



Waiting for dinner to be served.

Editor's Choice Winners

Hugo Boss and Epam
Fixtuur
Polytag
Retail AI and Premier Girish's
ReBounce Returns

With thanks to our 2024 judges:

Nina Mimica, Chief Innovation and Digitalisation Officer, Studenac market
Vineta Bajaj, Group CFO, Rohlik Group

Andy Baldauf, former Product Manager Digital Services - Total Store,
Migros Supermarkt

Alan Dickson, former Principal Technology Partner for Retail, BT/EE

Mike Cadden, Chief Technology Officer, Marie Curie

Carole Kingsbury, Chief Technology Officer, C&C Group

Christine Russo, Industry Analyst and Retail Influencer

Paula Bobbett, Chief Digital Officer, Boots

Natalie Berg, Retail Analyst and Founder, NBK Retail

Matt Bradley, Director and Founder, Retail Technology Show

Eugene Mischenko, Founder and President, E-Commerce & Digital
Marketing Association

Toby Pickard, Retail Futures Senior Partner, IGD

Matt Taylor, former Partner at EY, Technology Strategy and
Transformation Leader

Gary Newbury, Supply Chain Advisor and Delivery Executive

Nadine Neatrou, Marketing Director, Gordon Ramsay Restaurants

Gregg London, Supply Chain Consultant



VoCoVo and Iceland

HAVE THAT WINNING FEELING

VoCoVo and Iceland emerged victorious in the Best Retailer/Technology Supplier Relationship (UK) category at the 2024 RTIH Innovation Awards.

This award recognises a successful partnership between a retailer and a technology supplier, with an emphasis on the last 12 months and how said partnership has gone from strength to strength during that period.

VoCoVo is a market leading retail team communications

specialist providing 250,000 users across the globe with wireless in-store communication products, including lightweight Headsets, two-way Call Points, Keypads and telephony integrations.

The company was approached by British supermarket chain Iceland, which recognised the need

to enhance the productivity, collaboration and safety of its colleagues.

Iceland previously used bulky two-way radios, however the lack of longevity, poor audio and limited privacy made them unsuitable for the supermarket's connected store programme. So, they turned to VoCoVo.

This award highlights that our solutions can have a significant impact, not only on the overall level of communication across stores, but on the safety and wellbeing of employees, reducing theft, and enhancing CX.



2024 RTIH Innovation Awards

VoCoVo and Iceland worked together to deliver a tailored solution that met each of Iceland's unique needs. Following a successful trial, VoCoVo's S5Pro Headsets and additional capabilities were rolled out to 974 stores across the UK between December 2023 and April 2024, solidifying a strong partnership between one of the UK's most beloved supermarkets and retail's leading communications supplier.

"The investment in VoCoVo Headsets is a step forward in improving the efficiency, communication and safety of our store colleagues, which are all paramount to our current and future plans," says Kristian Barrett, Retail Director.

"VoCoVo's Headsets act as a deterrent to crime and save time. They speed up customer service as colleagues can quickly ask somebody in the back areas if we've got a product available. Our colleagues absolutely love them," says Emma Tysoe, Head of IT Development.

VoCoVo's Beth Worr comments: "We are delighted to have been recognised by Retail Technology Innovation Hub for our partnership with Iceland. The challenges they are facing reflect the problems so many retailers and their colleagues deal with on a daily basis."

"This award highlights that our solutions can have a significant impact, not only on the overall level of communication across stores, but on the safety and wellbeing of employees, reducing theft, and enhancing the customer experience. We are proud of the difference we have made and continue to make for retailers across the UK, North America and Europe."

The 2024 RTIH Innovation Awards judging panel said of this partnership: "An impressive comms kit project done at scale with close collaboration. It has provided Iceland with tech agility to address some further key challenges such as training and shrinkage."



VoCoVo and Iceland worked together to deliver a tailored solution that met each of Iceland's unique needs.



An impressive comms kit project done at scale with close collaboration.

Oh, what a night!

Our 2024 hall of fame entrants were revealed during an event which took place at RIBA's 66 Portland Place HQ in Central London on Thursday, 21st November, and consisted of a drinks reception, three course meal, and awards ceremony presided over by the comedian Lucy Porter.

Scott Thompson, Founder and Editor, RTIH, says: "Congratulations to all of our 2024 winners. We received a record number of entries this year and, without a doubt, one of the stand out submissions came from VoCoVo and Iceland, a great example of companies taking innovative tech and making it usable in everyday operations - resulting in more efficiency and profitability in all areas."

For further information on VoCoVo, check out their site at: www.vocovo.com

And be sure to drop by their stand (G40) at Retail Technology Show 2025, taking place at London ExCel on 2nd-3rd April.

THE HANSHOW SMART CART SOLUTION

Transforming retail efficiency and the shopper experience

Boosting operational efficiency, enhancing in-store marketing, improving customer shopping experiences, and empowering environmental sustainability.



Award winning technology: driving innovation forward

Hanshow's Smart Cart Solution recently won the Best Retailer/Technology Supplier Relationship (Rest of World) at the 2024 Retail Technology Innovation Hub Awards for its collaboration with Woolworths Group.

This award celebrates the integration of the Smart Cart Solution with the Woolworths Scan&Go Trolley in Australia,

allowing customers to scan and pay for items as they shop, transforming the shopping experience with convenience and innovation.

This integration includes the Hanshow Smart Cart tablet, which attaches to Woolworths shopping trolleys. It features a retractable barcode scanner, NFC enabled payment capabilities, and loyalty membership integration.

Developed in collaboration with Hanshow, this solution allows shoppers to scan groceries using the Everyday Rewards card and a touchscreen device.

This same groundbreaking integration was also honoured with the 2024 LSA Tech for Business Award for Best Point of Sale Technology in Paris, and earned recognition as Top Retail Supplier at EuroCIS 2025 in Dusseldorf.

Hanshow Smart Cart Solution



Hanshow's Smart Cart Solution recently won the Best Retailer/Technology Supplier Relationship (Rest of World) at the 2024 RTIH Innovation Awards for its collaboration with Woolworths Group.

Seamless integration to create value for retailers and consumers

For retailers, the Smart Cart Solution expands touchpoints for customer interaction, enabling more meaningful engagement.

This not only strengthens customer loyalty but also presents additional opportunities for sales and advertising, giving retailers the tools to enhance their marketing strategies and drive higher conversion rates.

For consumers, Hanshow's Smart Cart Solution redefines

the in-store shopping journey through a seamless blend of integrated smart capabilities and intuitive design.

Laying the foundation for deeper integration with RMN

Hanshow's Smart Cart Solution streamlines retail operations and sets the stage for deeper integration with Retail Media Networks (RMN), demonstrating how digital solutions can seamlessly integrate into physical retail spaces, paving the way for more immersive and exciting shopping experiences.

This integration opens new opportunities for customer engagement and additional revenue streams, paving the way for a more interactive feature for both retailers and brands.

As RMN continues to grow, Hanshow's Smart Cart Solution is positioned to unlock new avenues for personalised marketing and customer interaction, creating a more immersive shopping experience that goes beyond just product purchases.

Enhanced shopper convenience and store efficiency

The Hanshow Smart Cart Solution's features allow for quick and convenient self-service with functions like scan-as-you-go for real-time budget tracking, missed and incorrect scan prevention, providing for a quicker, more efficient shopping journey.

By offering practical, time-saving solutions and personalised offers on-cart integrated with a loyalty program, retailers both attract new customers with a unique store experience and retain existing ones with exclusive benefits. The system also encourages higher basket sizes through promotional offers and easier access to discounts.

At the end of the shopping journey, the Hanshow Smart Cart streamlines the checkout process, reducing human errors and speeding up payment times. Integrated security features help prevent scanning errors and minimise losses, while innovative technology offers a competitive edge, distinguishing stores from their competitors with forward thinking, customer centric solutions.

Ergonomic design for seamless integration

The Hanshow Smart Cart Solution features an ergonomic clip-on design, making it



For consumers, Hanshow's Smart Cart Solution redefines the in-store shopping journey through a seamless blend of integrated smart capabilities and intuitive design.

Hanshow Smart Cart Solution

compatible with a wide variety of cart models. This seamless integration into existing store infrastructure ensures that the system is easy to implement while maintaining a comfortable and user-friendly design. The dual-handle anti-slip grip offers flexibility, allowing shoppers to hold the cart with one or both hands for added comfort.

The 10-inch anti-glare screen provides optimal visibility in diverse lighting conditions, ensuring that the cart's features are accessible in any environment. Whether in bright sunlight or dimly lit aisles, customers can easily interact with the cart's interface, improving the overall shopping experience.

Efficient cart management for seamless operations

To further streamline store operations, Hanshow has developed a dedicated charging wall for efficient Smart Cart management. This charging system allows store staff to easily dock carts for charging, ensuring that each cart remains powered and ready for use throughout the day. This solution eliminates downtime and supports the rapid turnaround of carts, allowing them to be quickly returned to customers without disrupting store flow.

By simplifying the management of the carts, retailers can focus on providing top-notch service to customers, ensuring that carts are available when shoppers need them most.

Leading the way in sustainable consumption

Hanshow's commitment to sustainability is embedded in



↑ Hanshow at the 2024 RTIH Innovation Awards.

the Smart Cart Solution. The system reduces the need for printed barcodes, such as those used for fresh produce weighing, minimising waste and enhancing operational workflows.

This integration of sustainability into the shopping experience sets a new benchmark for modern retail, aligning with the growing demand for more responsible consumption practices.

The future of retail is now

Hanshow is proud to be at the forefront of the retail revolution with the Smart Cart Solution. More than just a technological innovation, the Smart Cart is designed to improve the overall shopping experience in countless ways. From streamlining operations and enhancing customer convenience to fostering sustainability, Hanshow's Smart Cart Solution is shaping the future.



Hanshow has also earned recognition as Top Retail Supplier at EuroCIS 2025 in Dusseldorf.

Ready to revolutionise your store operations?

If you have any questions or would like to learn more about how Hanshow's Smart Cart Solution can transform your retail experience, don't hesitate to reach out. Our team is here to help you enhance customer engagement, optimise operations, and drive innovation in your business.

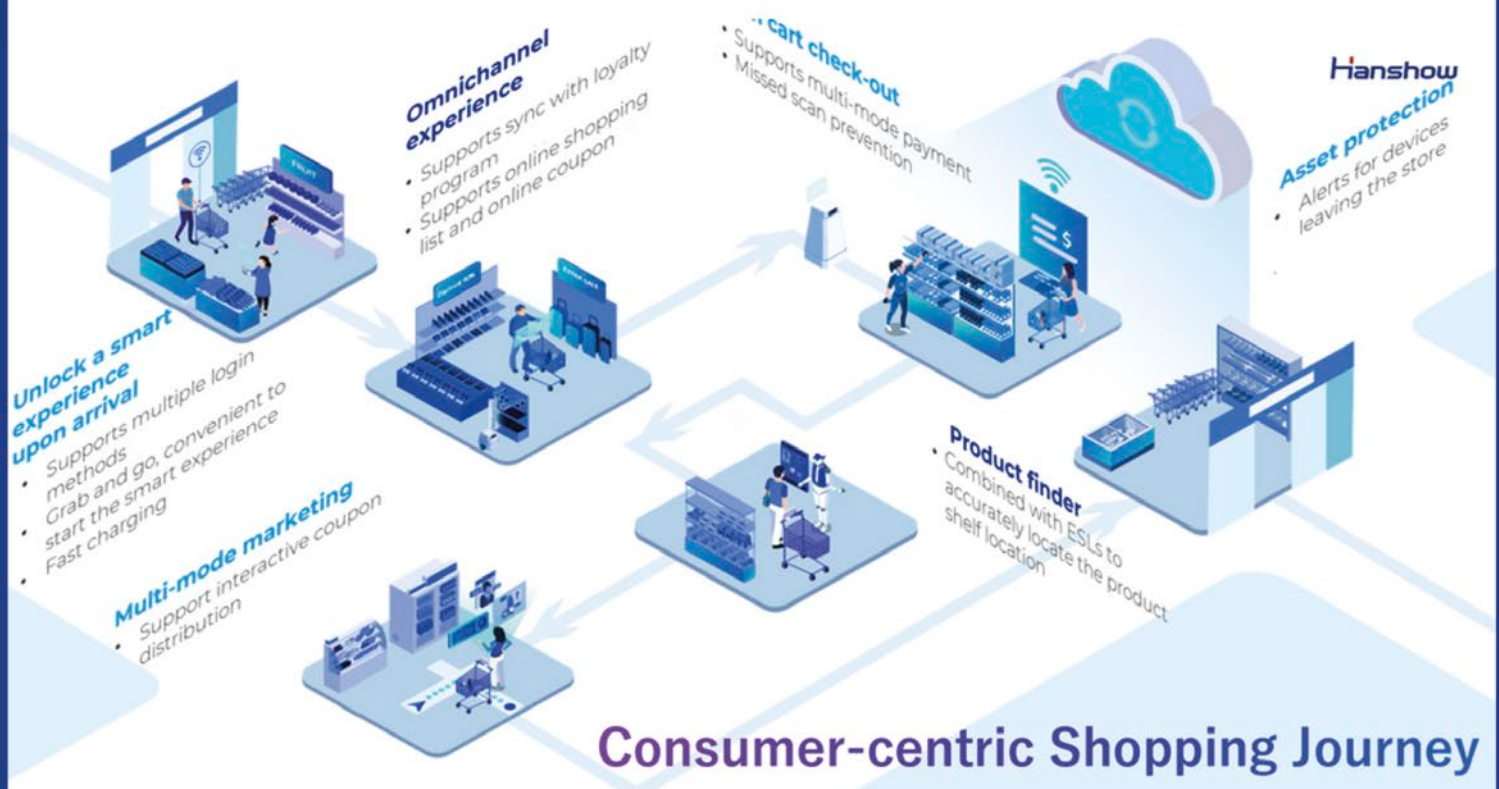
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Hanshow

SMART CART SOLUTION

The Hanshow Smart Cart Solution is transforming retail efficiency and customer experience.



Discover how
Hanshow's solutions
bridge the digital
divide between
online and offline
retail



THE FUTURE OF FURNITURE SHOPPING

How 3D digital tools fuel the hybrid research and shopping journey

The shift in furniture shopping behaviour

Furniture shopping has changed. No longer confined to in-store visits or static online browsing, today's consumers expect a hybrid shopping experience that blends digital convenience with the tactile reassurance of physical showrooms.

Yet, despite these advancements, major pain points persist for the consumer. Consumers typically struggle with visualising furniture in their actual space, customising designs confidently, and bridging the gap

between online research and in-store purchasing.

New research in the **'Furniture Shopping Trends Study 2025'**, conducted by 3D Cloud in partnership with Provoke Insights, reveals that shoppers increasingly rely on digital tools such as 3D Product Configurators and 3D Room Planners to overcome these challenges and make more informed decisions, with greater confidence.

So, what are the key barriers in the furniture shopping journey - and how can retailers better support their customers?

Key consumer challenges in furniture shopping

1. Visualising furniture in their space

- 59% of consumers find it difficult to picture how furniture will fit and look in their homes.
- This challenge is most pronounced among homeowners with properties valued over £400K and shoppers aged 35-49, who are more likely to seek high ticket, customised pieces.

2. The hybrid shopping journey is the new norm

- The buying process is rarely confined to just online or in-store. 48% of consumers engage in both before making a purchase.
- On average, shoppers browse three websites and visit three stores before making a decision.

3. Confidence in online purchases remains low

- Consumers who shop exclusively online worry about quality, sizing, and material since they can't see or feel the furniture.
- In-store buyers value the ability to touch, see, and try out products, but find it increasingly time-consuming to visit multiple stores.

4. Customisation remains a challenge

- 72% of consumers customise their furniture, choosing colors, fabrics, and sizes, yet only 45% use a digital configurator to preview their choices.
- Of those who didn't use a configurator, 63% expressed interest in trying one in the future.

- Those who did use a configurator reported a significant confidence boost in their purchase decisions, with one respondent stating, "It was very helpful to see the different options that were available. I got a better sense of the final product."

5. The demand for more personalised design assistance

- 69% of shoppers want more in-store help with furniture visualisation.
- 62% expect personalised design services to assist with layout planning, color coordination, and furniture selection.

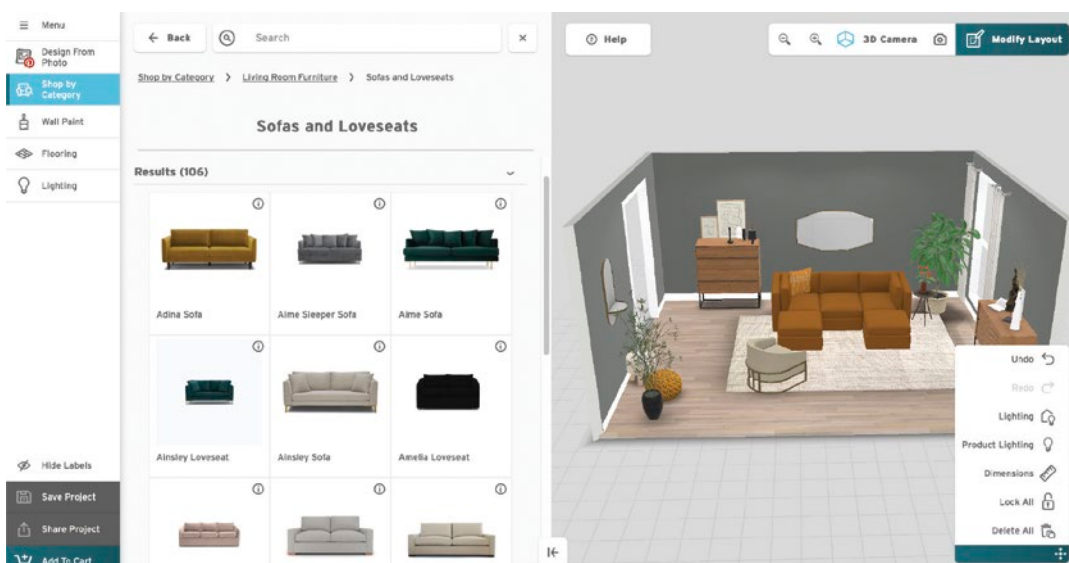
6. Shoppers expect more from retailers

- 60% of consumers want retailers to offer better in-store visualisation tools, yet many showrooms still rely on traditional sales techniques.
- 68% of shoppers prefer to buy from retailers that offer 3D visualisation services, while 65% say they'd remain loyal to those that provide such tools.

How digital tools are transforming the shopping experience

1. Digital 3D room planners: a solution for visualisation challenges

Many consumers abandon furniture purchases simply because they can't picture how items will fit in their space. This is where 3D room planners come into play.



Customisation is one of the biggest frustrations in furniture shopping.

How they help:

- Consumers can input their room dimensions and arrange furniture virtually.
- Provides accurate scaling and placement guidance to ensure proper fit.
- Allows shoppers to experiment with different colors, layouts, and materials before committing.
- Creates 3D renders that help with their final decision-making.

Consumer insights:

- 83% of shoppers who used a 3D room planner found it very helpful in finalising their purchase.
- Nearly two-thirds of non-users wish they had tried it before making their decision.
- 86% of users reported a more enjoyable shopping experience when using a room planner.

2. 3D product configurators: customisation with confidence

Customisation is one of the biggest frustrations in furniture shopping, as customers struggle to envision how different fabric swatches, materials, and finishes will look together.

How 3D Product Configurators Help:

- Provides real-time visualisation of colour, texture, and material changes.
- Ensures customers can mix and match styles before committing.
- Available online, in-store, or via self-service kiosks for convenience.

Consumer Insights:

- 77% of shoppers said using a configurator made them feel more informed about their purchase.
- 80% of users reported increased confidence in their decisions.
- 64% of consumers who didn't use a configurator said they wish they had.

3. Enhancing the hybrid shopping journey

With nearly half of consumers shopping both online and in-store, a seamless transition between the two is critical. Yet, many retailers still treat their digital and physical storefronts as separate experiences, leaving customers frustrated.

How digital tools improve the process:

- Bridging Online & In-Store: Consumers can start designing at home and finalise their choices in-store.
- Virtual Design Assistance: Allows shoppers to work with professional designers remotely.

- WebAR Solutions: Shoppers can preview furniture in their real home space using augmented reality before purchasing.

Consumer insights:

- 75% of shoppers are more likely to buy from retailers that offer 3D tools.
- 64% of consumers plan to use digital tools for future purchases.
- Two-thirds of consumers who didn't use a 3D tool wish they had.

Why retailers need to adapt to this digital shift

Retailers that integrate immersive digital solutions will have a clear advantage in the evolving furniture market. Here's why:

- **Increased Buyer Confidence** – Consumers can see, customise, and validate their choices, reducing returns and boosting satisfaction.
- **A More Seamless Shopping Journey** – Hybrid shoppers can transition smoothly between online research and in-store purchases.
- **Higher Engagement & Sales** – Retailers that invest in 3D visualisation tools experience higher conversion rates and brand loyalty.

Final thought:

As furniture shopping continues to evolve, the retailers who embrace digital visualisation and customisation tools will lead the industry - offering a more personalised, immersive, and frictionless shopping experience.

To access the original 3D Cloud Furniture Shopping Trends, 2025 research report on how furniture brands can effectively implement these digital tools into their strategy, go to 3dcloud.com/furniture-trends or scan the QR code to download the 2024 and/or 2025 3D Cloud Furniture Shopping Trends Studies or contact Ben at 3D Cloud using the following email: ben.young@3dcloud.com



Retailers that integrate immersive digital solutions will have a clear advantage in the evolving furniture market.

One Platform

ENDLESS POSSIBILITIES

8 APPS**1 PRICE**

3D Cloud Furniture Solutions Bundle

- 3D Digital Asset Management System
- 3D Room Planner Apps
- 3D Product Configurator
- 3D Modular Configurators
- 3D Sectional Configurator for Modular Sofas
- WebAR Furniture Solutions
- Product Renders
- Virtual Reality/360 Panoramas

Furniture and home improvement retailers trust 3D Cloud

CITY
FURNITURE

JOHN LEWIS
& PARTNERS

★ macy's

B&Q



Herman Miller

Visit **3dcloud.com** to learn more.



Unlocking the full potential of physical spaces

Walkbase's Ben Reynolds discusses unlocking in-store insights to power retail media networks.

Data is proving to be a driving force in retail with the rise of retail media networks showcasing just how important immediate, reliable and actionable data truly is. In today's fast evolving retail landscape, gathering and using data has become crucial for enhancing customer experience, optimising operations and driving new revenue streams.

The wealth of data available within physical stores - whether through in-store foot traffic, customer movements or interactions

with digital displays - holds immense potential for retailers. Yet, tapping into this data in an accurate, dependable and scalable way has often been a challenge.

The dream for many retailers has been to be able to gain customer data from store visits akin to the way that insights can be gathered from online sources. Innovative technology solutions, such as the Walkbase in-store millimeter wave sensors, are bridging this gap. In-store sensor technology enables retailers to capture rich insights from the

physical environment and leverage that data to fuel a variety of strategies, including retail media networks (RMNs).

With RMNs gaining traction as an additional revenue stream for retailers and proving a priority for marketers, gaining these in-store insights is essential for retailers and advertisers to be competitive in the marketplace. In-store sensor solutions position retailers strongly to maximise the potential of their data to drive advertising revenues and enhance operational efficiencies.



“ By leveraging in-store data to power a retail media network, retailers can create a new revenue stream, enhance the customer experience and gain efficiencies across various aspects of store operations ”

The wealth of data available in-store

Physical stores are a treasure trove of information. From tracking foot traffic and customer journeys to identifying dwell times and purchase patterns, stores generate a massive amount of data every day. Some of this data comes from digital touchpoints such as connected screens, kiosks and Point of Sale systems. However, much of it is implicit in how customers move through a physical space, what products with which they interact and how long they stay in certain areas.

Walkbase's millimeter wave sensors provide non-intrusive, highly accurate tracking of customer movement without collecting personal information. These sensors operate like a highly precise radar and offer real-time data on foot traffic patterns, allowing retailers to understand how shoppers move throughout the store, where they pause and which areas attract the most attention. This granular insight

can guide store layouts, optimise product placements and identify hotspots for potential retail media placements.

Moreover, when this data is combined with other in-store technologies like interactive displays or smart shelves, the data becomes even more robust. The ability to track a customer's journey from entry to exit - identifying where they linger and what catches their eye - creates valuable insights into their preferences, behaviour and buying intent.

The data from Walkbase sensors also conforms to the Likelihood-To-See (LTS) a key retail media metric used by the Interactive Advertising Bureau (IAB) to measure how likely people are to see digital ads in retail stores.

Accessing data accurately, reliably and safely

The next challenge lies in accessing this wealth of data in a way that is not

only accurate but also scalable and safe. Retailers need solutions that can gather data in real-time, process it efficiently and make it accessible across their organisation without compromising customer privacy.

Our approach is built around privacy by design. Using advanced millimeter wave sensor technology, Walkbase collects foot traffic data and customer movement patterns without the need for intrusive cameras that might raise privacy concerns. Our platform processes this data in a secure and anonymous way, ensuring that the information gathered cannot be traced back to specific individuals.

Additionally, Walkbase's cloud-based platform allows retailers to scale these insights across multiple stores, regions, or even entire chains. Whether a retailer operates a single flagship store or hundreds of locations, Walkbase's technology provides an integrated view of customer behaviour in a way that's both secure and scalable. Data is easily accessible through the platform, enabling retailers to make informed decisions based on real-time and historical trends.

Integrating data with retail media networks

Retail media networks (RMNs) are rapidly becoming a powerful tool for monetising in-store data. RMNs allow retailers to turn their physical spaces into valuable advertising real estate, enabling brands to advertise directly to consumers where it matters most: at the point of purchase. However, to be effective, these networks require data to drive ad targeting and measurement.

In-store data, such as that provided by Walkbase's technology, plays a crucial role in powering RMNs. By capturing granular in-store movement data, retailers can better



Walkbase technology on display at NRF 2025.

Retail media

understand consumer behaviours and create highly targeted advertising opportunities.

For example, if a customer spends a significant amount of time in the snack aisle, they may be shown targeted ads for snacks on connected screens in the store. Alternatively, data can be used to create tailored promotions or in-store experiences for specific customer segments, driving higher conversion rates.

The integration of in-store data with RMNs also enhances the efficacy of connected television (CTV) ads. By understanding the behaviours of customers who interact with in-store digital displays, retailers can match those insights with targeted digital advertising campaigns that reach customers across devices, from their smartphones to connected TVs. This cross-channel integration creates a cohesive brand experience, enables precision marketing at scale, and increases the likelihood of customer engagement, driving sales both in-store as well as online.

In addition, the ability to attribute in-store behaviour to specific campaigns enables closed-loop measurement. Retailers can track the effectiveness of their in-store advertising and media campaigns in real time, allowing for data-driven decisions that optimise ad spend and ROI.

Creating efficiencies across the store

Beyond advertising and revenue generation, the data collected by Walkbase's sensors also brings efficiencies to other aspects of retail operations. For example, understanding foot traffic patterns can help retailers optimise staffing levels, ensuring that the store is adequately staffed during peak hours. In a similar vein, identifying underperforming sections of the

store can inform product assortment decisions, promoting high-margin products or reorganising the layout to drive higher sales.

Additionally, real-time data from in-store technology can improve inventory management. By tracking customer interactions with specific products, retailers can gain insights into which items are in high demand and adjust stock levels accordingly. This ensures that popular products are always available when customers want them, improving the customer experience and reducing the likelihood of stockouts.

Moreover, Walkbase's solutions can be integrated with other store systems, such as PoS data and supply chain tools, creating a unified view of store performance. This level of integration streamlines operations and reduces inefficiencies, allowing retailers to make smarter decisions across the board - from staffing to inventory management and promotional strategies.

The bottom line: driving growth and profitability

Incorporating Walkbase's in-store technology into a retail media network ecosystem provides retailers with more than just the ability to generate additional advertising

revenue. The insights gathered from foot traffic, product interactions, and consumer behaviour are essential for optimising the entire retail experience. From enhancing targeted advertising to improving operational efficiency, Walkbase's solutions enable retailers to unlock the full potential of their physical spaces.

By leveraging in-store data to power a retail media network, retailers can create a new revenue stream, enhance the customer experience and gain efficiencies across various aspects of store operations. As the retail landscape continues to evolve, integrating advanced in-store technology like Walkbase will be essential for staying ahead of the competition and driving long-term growth.

About the author

Ben Reynolds leads the Walkbase business, an analytics and AI platform, for STRATACACHE. He is a proven marketing and technology executive having previously held executive positions at Sara Lee, PRN (largest in-store media provider), Hooklogic (first sponsored ads outside of Amazon, now part of Criteo), and Maxpoint (digital marketer leveraging a proprietary identity graph now part of Vericast).



In-store customer behaviour data is a key component of in-store retail media.





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Theo Paphitis



absolute must do's at **RTS 2025**

Retail Technology Show 2025 takes place on 2nd-3rd April at ExCel London. As usual, the organisers, Nineteen Group, are spoiling us with a packed agenda of retail tech innovation. Take RTIH's advice and prioritise the following five things.

1. Theo Paphitis confirmed to headline at RTS 2025.

Paphitis is famed both for his appearances on the BBC's investment series *Dragon's Den* as well as for reviving the fortunes of retail brands including Ryman, Stationery Box, La Senza, Contessa Lingerie and Robert Dyas.

He went on to launch his own namesake retail group, the Theo Paphitis Retail Group (TPRG), in 2015, which now encompasses Ryman Stationery, Robert Dyas, Boux Avenue and London Graphic Centre, and comprises 300 stores and 4,000 employees.

Speaking on the Spectacular Headline Stage on 3rd April, he joins Customer Whisperer, Kate Hardcastle, in a fireside chat that will delve into key strategies for growing a successful retail business, even in challenging circumstances.

2. Retail Futures stage

Having staged a one-day digital track takeover at RTS 2024, with sessions

from the likes of CREED, All Saints, Snug and Raging Bull, Commerce Futures will take the helm of the Retail Futures stage across RTS 2025.

This will bring together e-commerce pioneers from progressive retailers, challenger brands and businesses. It will also rustle up best-of-breed examples of what's disrupting the future of digital trading and commerce performance from complementary industries, including holidays and travel.

In addition, co-located next to the Retail Futures stage, Commerce Futures' Retail Futures stand will host retailer only deep dive sessions.

3. The BIG Retail Party

This will take place at the end of day one at the Champagne Bar. Always a great way to unwind and network after a packed day of meetings etc, although we're not sure how they will top the bonkers genius Elton John impersonator from last year!

4. Innovation Trail & Awards

The Innovation Trail & Awards provide an opportunity for exhibitors to showcase their brightest solutions and for visitors to discover what's new and exciting in the industry.

Ten exhibiting products were shortlisted by an independent panel of judges drawn from members of the RTS retail advisory board and industry experts. The overall winner will be announced at The BIG Retail Party.

5. Recharge Café Revive and Mingle Networking Hour

The Recharge Café Bar acts as the perfect RTS meeting point to make your connections over coffee or something a little bit stronger. Join sponsor Aptos at the Revive and Mingle Networking Hour whilst helping yourself to breakfast sandwiches, teas, coffees, juices and mimosas. Date and time: **Thursday, 3rd April - 10:30 - 11:30am.**



ExCel London calling RTS moves across town

Retail Technology Show (RTS) is this year moving from London Olympia to ExCel London, delivering what Director and Founder Matt Bradley promises will be an event like no other.

RTS 2025

“It’s showtime!”. That’s the promise of this year’s Retail Technology Show (RTS) which is themed around a retail carnival coming to town. But this year (on 2nd and 3rd April) the event comes to a different part of town, moving from London Olympia to London ExCel. This will enable an additional 4,000 sq m in floor space (taking it to 16,000 sq m in total), a further 150 exhibitors (to around 450) and 16,000 visitors, compared to 11,500 in 2024.

Bradley says the decision to switch venues wasn’t an easy one. “Olympia has been home to the retail show I’ve run in various guises since 2012, so I’ve had a great relationship with the team at Olympia and I loved working there.”

“However, we found that our show works very well on one level but doesn’t tend to lend itself to multiple levels and we’d pretty much taken all the downstairs floor space. To grow the show as demand was becoming greater, we had to start looking at how we could facilitate all those people that wanted to be involved in it without jeopardising the quality of the experience.”

Bradley admits that ExCel had been chasing him to host the show for some time. “They feel there’s a really good fit,” he says. However, he says he was reluctant to move until the infrastructure and local facilities were in place.

“Now the Elizabeth Line is in and has been operational for a couple of years, plus their affiliation with Canary Wharf and all the restaurants, bars and activities that go on there, allows our exhibitors and visitors to tap into that as well. There’s so much more going on so I felt now would be the right time to do it.”

Retail carnival coming to town

The move will be supported by this year’s carnival theme, which Bradley hopes will also help to bring the new venue alive. “I’ve been in this industry for a long, long time and I know a lot of people find the perception of ExCel is that it can be a bit soulless and so I want to prove that wrong. There’s nothing more exciting or less soulless than a carnival. If I can bring that carnival feel to ExCel on 2nd and 3rd April then we will do a very good job of breathing life into the venue.”

The showtime theme will run throughout the show. Stages have been named accordingly, including Wondrous, Magnificent and Spectacular, and Bradley promises other touches and acknowledgements towards the carnival world at the show, along with a few surprises and the chance to win some prizes too.

“We’re trying to keep the theme running throughout so that you really feel immersed in the experience. We don’t want people to feel like they are in an exhibition hall,” he says.



↑ “I would never have dreamed of being able to attract the likes of Archie Norman, Chairman of M&S, to the show”

A maturing show

Along with the move, Bradley believes the show has matured thanks to the quality of people involved. “It feels like a grown up show now and in part that’s the level of people we work with. Our advisory board is really strong and we’ve got a really good relationship with those people who we can lean on for influence and understanding and to help support introductions. 87% of our speakers are C-level so it’s about senior minds getting together.”

He says even he is surprised by this year’s stellar speaker line-up. “I would never have dreamed of being able to attract the likes of Archie Norman, Chairman of M&S, to the show but I think what we’ve carefully created is a cross between those generational greats such as M&S, Holland and Barrett and Tesco with some real cool up and coming, disruptive companies such as Nobody’s Child, Gymshark, Google and TikTok Shop.”

The strength of speakers is also encouraging suppliers to get more involved in the show, and to make it a more integral part of their marketing campaigns, Bradley adds. “They’re not just focusing on those two days at ExCel but they are looking at their pre-show build-up, their PR campaigns, roundtables and the parties and drinks that are happening as the show goes on. It just feels like there’s a lot more talk, noise and activity around the show than there’s ever been.”

Show highlights

So, who’s on Bradley’s wishlist to see? He says it includes Archie Norman, Gymshark’s Chief Technology Officer John Douglas and Stuart Trevor, founder of All Saints, who

will be speaking about his new brand. "If I can get to see them I'll be absolutely over the moon," he says.

The quality and depth of suppliers will also impress, he promises. "You will see some technology that hasn't been seen anywhere else including some of the most innovative technology from France coming over onto a distinctive pavilion called Business France."

"We are also working with the Retail AI Council in the US to bring some of the most exciting AI led suppliers who can really make a difference to retail. The Start-up Superstars is also really exciting. It's full of some of the most exciting innovative companies out there. We give them that platform - at a lesser rate because these guys are starting out - but some of these ideas are going to change the way all of us shop."

He says the networking will also be valuable. "I spend a lot of time in this industry and out with people but it's rare to get this volume of people together. The Big Party is always a great event and we've got some nice little surprises for everyone to keep people on their toes."

Main themes of the show

Bradley believes there will be several talking points at the show, alongside the impressive cast list. "AI as a technology is obviously still high on people's curiosity list. A year has gone by since our last show and it will be

interesting to see how much the needle's moved and how much retailers are now implementing AI because it was still relatively new when we last all got together." Supply chain technology, advancements in electronic shelf labelling and RFID coming into its own will also be key issues.

Meanwhile, non-tech issues such as the economy, the future of the in-store experience and trading, retail leadership, sustainability and the supply chain will also be important topics. "There are more and more things for this industry to discuss and more issues facing this community. There won't be much room for silence at the show - there's a lot to talk about," he says.

So, as Bradley prepares to offer the best show yet, RTIH asks what he credits for the show's success? He ponders for a moment. "It's bravery and belief. It's about taking a few risks and learning from the retail sector that we represent."

He concludes: "I don't take my inspiration necessarily from other exhibitions in the world but from events like Super Bowl, concerts or retailers in general such as the Nike store where there's lots of cool innovations and activations and you think 'maybe I could replicate that in the show?'. It's about being brave, pushing the envelope and not conforming to what people traditionally expect an exhibition to be."



"We've carefully created a cross between generational greats such as Tesco with cool, disruptive companies such as Nobody's Child, Gymshark, and TikTok Shop"

Q&A

A roadmap FOR THE FUTURE OF RETAIL

RTIH sits down with Martin Newman, who will be chairing the Customer Experience conference stream at RTS 2025, to discuss CX technology innovation, pressing challenges, and retailer success stories.



RTIH: Tell us about yourself.

MN: I am a passionate advocate for customer centric transformation, with a career dedicated to helping businesses put their customers at the heart of everything they do.

Over the years, I have worked with some of the world's most well known brands in retail, automotive, financial services, and hospitality, helping them redefine customer experience, loyalty, and engagement. My expertise spans customer journey mapping, omnichannel strategy, frontline upskilling, and digital transformation.

Currently, I serve as a strategic adviser for brands seeking to enhance their customer experience strategies, and I have also developed a new set of success metrics - 11 alternative ROIs - that help businesses measure the real impact of their customer experience investments beyond traditional financial returns.

These metrics enable organisations to assess factors such as inspiration, interaction, inclusion, and innovation, ensuring that customer centricity delivers meaningful and measurable results.

I have had the privilege of speaking at global conferences, hosting workshops, and advising executive teams on embedding a culture of excellence in customer engagement. This year, I am excited to chair

the Customer Experience stream at Retail Technology Show 2025, where we will explore how technology is revolutionising customer experience in the retail industry and how brands can stay ahead in this fast evolving space.

RTIH: As you gear up to chair the Customer Experience stream at RTS 2025, what would be your pitch to those people attending the show, to get them along to the speaker presentations and sessions?

MN: The world of retail is evolving at an unprecedented pace, and at the heart of this transformation is the customer experience. As chair of the Customer Experience stream at RTS 2025, my pitch to attendees is simple: if you want to stay relevant, competitive, and ahead of consumer expectations, you cannot afford to miss these sessions.

Retailers today face an increasingly complex landscape - balancing physical stores with digital channels, leveraging AI and automation while preserving human touch, and meeting the rising expectations of hyper-connected consumers. At RTS 2025, the Customer Experience stream will unpack the most pressing challenges and most exciting innovations shaping the future of retail.



"The world of retail is evolving at an unprecedented pace, and at the heart of this transformation is the customer experience"

RTS 2025

From deep dives into customer journey optimisation and omnichannel excellence to exploring how data, personalisation, and AI can drive loyalty, we will feature cutting-edge insights from industry leaders and disruptors. These sessions will offer practical, actionable strategies that retailers can take away and implement immediately.

Whether you're a CEO, a marketing leader, a digital transformation specialist, or a frontline experience designer, this stream will equip you with the knowledge, tools, and inspiration to elevate your brand's customer experience to new heights. This is more than just a series of talks; it's a roadmap for the future of retail. Don't miss it.

RTIH: Are there any speakers and sessions that you're particularly looking forward to?

MN: Retail Technology Show 2025 boasts an exceptional lineup of speakers and sessions that promise to deliver invaluable insights into the evolving landscape of customer experience (CX) in retail. Here are a few sessions I'm particularly excited about:

Keynote Fireside Chat: In Conversation with Archie Norman, Chairman, Marks & Spencer

Date & Time: 2nd April, 10:20 am – 10:50 am

Location: Spectacular Headline Stage

Archie Norman's leadership has been pivotal in transforming Marks & Spencer's approach to customer engagement. His insights into steering a legacy brand through modern retail challenges will be invaluable for understanding how to align traditional retail values with contemporary CX strategies.

Presentation: Increasing Loyalty & Market Share Through Re-Engaging the Customer with the Victoria's Secret Brand

Date & Time: 2nd April, 11:00 am – 11:30 am

Location: Wondrous Stage

This session will delve into strategies employed by Victoria's Secret to revitalise customer loyalty and expand market share. It's a compelling case study on re-engaging customers through innovative CX initiatives.

Keynote Fireside Chat: Discovery Commerce in 2025 and Beyond: Tips, Tricks, Trends, and Real-World Retail Growth Stories

Date & Time: 2nd April, 10:20 am – 10:50 am

Location: Wondrous Stage

This discussion will explore the future of discovery commerce, offering practical advice and sharing success stories that highlight the importance of innovative CX in driving retail growth.

Keynote Panel Discussion: Ask the Retail Leader - What Does Great Retail Leadership Look Like in 2025?

Date & Time: 2nd April, 3:15 pm – 4:00 pm

Location: Spectacular Headline Stage

This panel brings together industry leaders to discuss the evolving role of retail leadership, with a focus on fostering a customer centric culture and leveraging technology to enhance CX.

Each of these sessions offers a unique perspective on the integration of technology and customer centric strategies in retail. I'm eager to engage with these discussions and explore how we can apply these insights to drive exceptional customer experiences in our own initiatives.

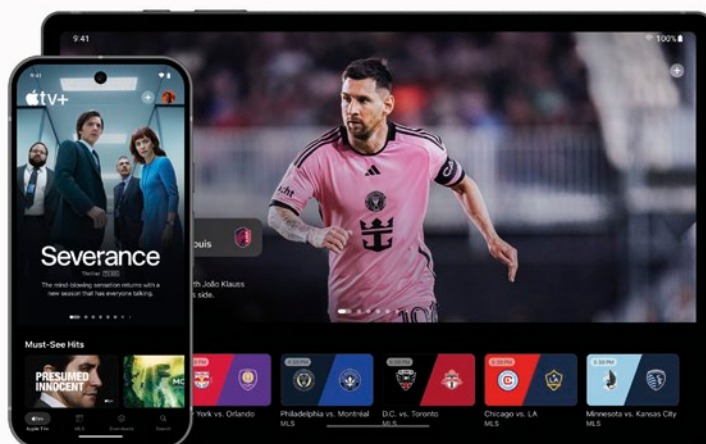
RTIH: Which retailers in your opinion are excelling at the customer experience both in-store and online?

MN: There are several retailers leading the way in customer experience across both in-store and digital channels. A standout example is Apple, which has long been a pioneer in creating seamless, immersive experiences across its ecosystem. From their sleek, intuitive online store to their highly engaging in-store interactions, Apple exemplifies what it means to prioritise customer experience at every touchpoint.

Nike is another retailer that continues to innovate, leveraging digital to create truly personalised and engaging customer journeys. Their app seamlessly integrates with their physical stores, offering exclusive content, personalised recommendations, and even virtual styling sessions. Their in-store experiences, such as the House of Innovation flagship locations, push the boundaries of interactive retail.



"Apple has long been a pioneer in creating seamless, immersive experiences across its ecosystem"



RTS 2025

In the grocery sector, Tesco has made significant strides in digital transformation, with innovations in AI driven personalisation, cashier-less stores, and frictionless checkout experiences. Their Clubcard programme has been a great example of using data to deliver meaningful value to customers, keeping them engaged both online and in-store.

Luxury brands such as Burberry and Chanel are also excelling in omnichannel experiences, combining storytelling, immersive in-store designs, and digital engagement to create memorable shopping experiences that extend beyond the purchase itself.

Ultimately, the brands that are excelling are those that understand the modern customer's need for convenience, personalisation, and emotional connection - delivering experiences that are intuitive, seamless, and memorable.

RTIH: What are the main customer experience pain points that need to be addressed and improved by retailers?

MN: Retailers today face several customer experience challenges that must be addressed to stay competitive. One of the biggest pain points is friction in the customer journey. Whether it's long checkout queues, complicated online navigation, or inconsistent experiences across channels, removing friction is critical to keeping customers engaged.

Another major challenge is personalisation at scale. While many retailers are investing in AI and data analytics to tailor experiences, many still struggle to deliver meaningful, personalised interactions that feel human rather than automated.

Omnichannel consistency is another area where many retailers fall short. Customers expect seamless transitions between online and in-store experiences, but too often, brands fail to integrate their digital and physical operations, leading to disjointed experiences and frustration.

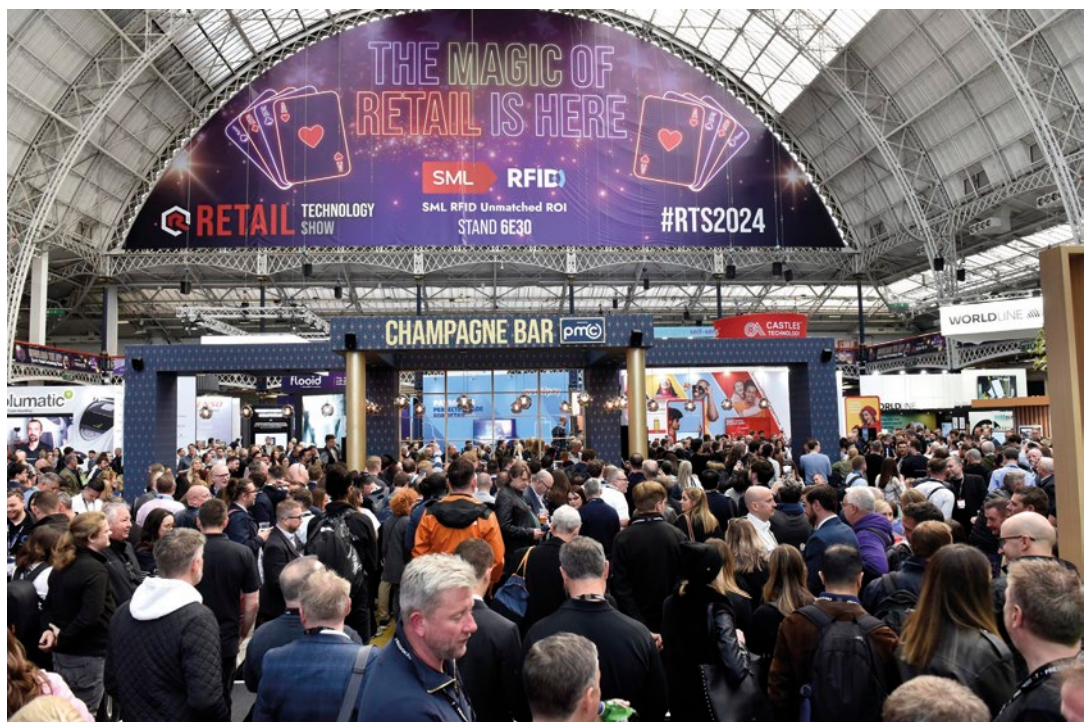
Customer service and frontline engagement also remain crucial. Many retailers underestimate the impact of properly trained staff who embody the brand's values and deliver exceptional service. Ensuring the frontline is equipped with the right tools, training, and autonomy to solve customer problems is essential.

Finally, post-purchase experience and retention strategies are areas for improvement. Many retailers focus too much on acquisition and not enough on building long-term relationships through loyalty programmes, community engagement, and superior aftercare services.

By addressing these key pain points, retailers can create experiences that not only drive immediate sales but foster deep, lasting customer relationships that translate into sustained business growth.



"If you want to stay relevant, competitive, and ahead of consumer expectations, you cannot afford to miss the Customer Experience stream sessions at RTS 2025"





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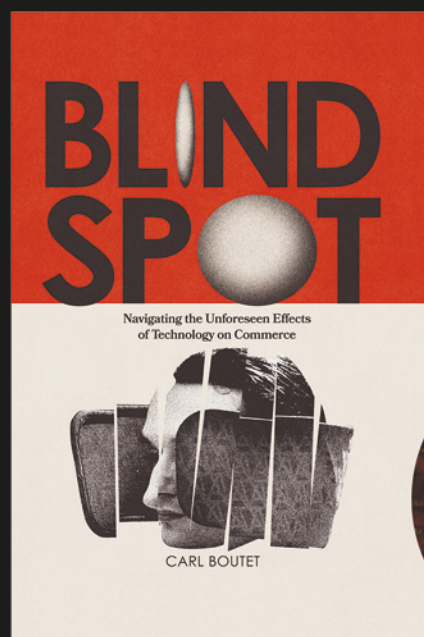
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Q&A

Carlos Miragall Nextail CEO and Co-Founder



↑ Carlos Miragall, CEO and Co-Founder of Nextail.

RTIH: Tell us about Nextail

CM: Nextail's mission for the last decade boils down to solving one of the industry's age old challenges: aligning supply with demand.

Essentially, we help partnering retailers to **boost profitability while reducing overstock and waste** by ensuring that each and every SKU is destined for the point of sale where it is most likely to sell at full price, all season long.

Traditional approaches to inventory management are generally top-down, inflexible, and usually spreadsheet-based, leading to inefficiencies and excess stock. Nextail, on the other hand, applies state-of-the-art AI, machine learning and automation to manage massive amounts of retail data and delivers on-point mission critical inventory decisions.

And since Nextail is **specifically designed for fashion by retail experts**, it addresses the industry's

RTIH gets the lowdown on Nextail, an AI driven merchandise planning and execution platform that empowers fashion retailers to sell more with less stock through hyper-local demand forecasting and agile automation.

unique industry specific challenges, such as short product lifecycles, size curves and seasonal collections. Every feature, algorithm, and interface element has merchandisers and buyers in mind, so it's not only **quicker and easier to implement than industry agnostic systems, and also easier for users to adopt.**

RTIH: What are the biggest challenges facing retailers right now and how can Nextail help?

CM: Retailers always face some degree of uncertainty and demand fluctuation, but the levels they are facing today are unprecedented. Everything from supply chain disruptions, to socio-political tensions, and even climate change events are increasing operational costs and squeezing customer spending and profitability like never before.

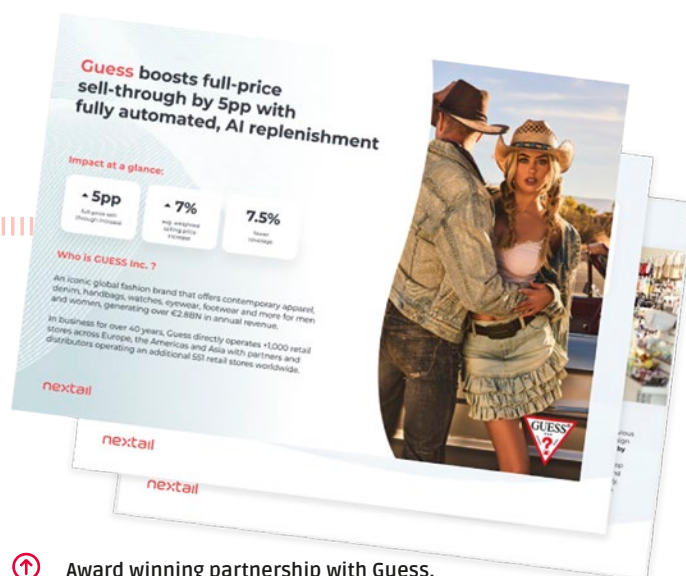
While there is no quick and easy way to solve these macro-level challenges, one thing is clear: **Retailers must focus on making the very most of their inventory investments and maximising margins as best they can.**

Nextail empowers fashion retailers with **intelligent, data driven holdback strategies** that allow them to keep inventory higher up in the supply chain while ensuring optimal stock at each point of sale, down to the style-colour-size level.

That means they have **better flexibility to meet demand wherever it points throughout the season**, and are **less likely to have to resort to discounting** later on - no matter how demand changes. This leads to better higher working capital, full price sell-through, fewer stockouts, and less excess inventory.

On the human side of things, there are also benefits. By automating data processing and decision-making, we also free up time for merchandising teams so that they can focus on strategy rather than on manual tasks. Not only





📌 Award winning partnership with Guess.

does this create higher professional satisfaction, it also empowers teams to truly flex their “art” muscle - their creativity and expertise - while automating the “science” that is continuously growing in complexity.

RTIH: You were one of the 2024 RTIH Innovation Awards winners. What does winning awards like this mean to Nextail?

CM: Winning the AI Innovation of the Year award alongside an iconic fashion retailer like Guess is an exciting recognition of our impact on fashion retail. It is also a testament to a relentless commitment to helping forward looking fashion retailers to evolve beyond outdated inventory management practices into agile, data driven operations that drive profitability and sustainability.

We’re proud to say that our partnership quickly helped Guess achieve a **5pp full-price sell-through increase, a 7% average weighted selling price increase, and 7.5% less coverage**, and is proof of how AI can drive profitability and agility in even the most competitive markets.

This award builds upon our recognition the previous year when we were **co-awarded Best Retailer - Retail Tech Supplier with Flying Tiger Copenhagen**, reinforcing our reputation as a trusted and effective partner for retailers worldwide.

These awards have also inspired our teams internally - from data scientists, to engineers and our change and success managers to continue pushing boundaries and setting new standards for what retailers should expect from their technology partners.

RTIH: What emerging trend do you predict might fundamentally reshape the retail industry?

CM: Retail is evolving faster than ever - what used to take decades to change is now happening in just a few years. AI is set to revolutionise how retailers manage inventory, not just through customer facing tech but by transforming the behind the scenes decision-making that keeps businesses running.

The real game-changer? AI-powered autonomous retail operations. This means AI handling complex inventory decisions across thousands of SKUs and locations, making

stock move as dynamically as customer demand. But it’s not just about automation - it’s about giving retailers the agility to stay ahead in an unpredictable market. The real key isn’t just having advanced AI; it’s combining that technology with deep retail know-how to solve real-world challenges.

RTIH: Why is RTS 2025 an important show for Nextail and what other events can people catch you at this year?

CM: Nextail attends **Retail Technology Show** year after year because of how it brings together industry leaders, decision-makers, and innovators at the forefront of retail transformation both in the UK and beyond.

It’s the perfect platform for us to showcase how Nextail AI powered solutions are helping fashion retailers navigate today’s greatest challenges while driving profitability.

Each year, we love connecting with forward thinking retailers on the ground who are looking to modernise their operations and engage with partners who share our vision for collectively shaping the future of fashion.

In addition to **Retail Technology Show**, you’ll be able to find us at other strategic retail events throughout the year, including **Shoptalk Europe 2025, PI Apparel Merchandise Planning Europe, PI Apparel Europe** and additional local events industry events where we’ll continue sharing our insights on inventory optimisation, demand forecasting, and the future of fashion retail.

RTIH: What can visitors expect when visiting your stand at RTS 2025 or meeting with you at Shoptalk Europe?

CM: Visitors to our stand (**D78**) at **Retail Technology Show** or **meet with us at Shoptalk Europe** can expect to be greeted by our delegation of fashion retail experts who would be more than pleased to demonstrate the power of AI driven inventory management specifically designed for fashion retailers.

Our experts would love to **discuss the concerns of today’s fashion retailers** and answer any questions about how Nextail can support them and help them **sell more with less stock, enhance profitability, and reduce environmental impact** by minimising overstock and waste.

We’d also be happy to share **real-world success stories**, showing how leading fashion brands are leveraging Nextail to navigate uncertainty and drive sustainable growth.

nextail



AI IN RETAIL AWARDS 2025



Celebrating **AI Innovation** as it redefines retail

RTIH, organiser of the industry leading RTIH Innovation Awards, proudly brings you the first edition of the RTIH AI in Retail Awards, which is now open for entries.

As we witness a digital transformation revolution across all channels, AI tools are reshaping the omnichannel game, from personalising customer experiences to optimising inventory, uncovering insights into consumer behaviour, and enhancing the human element of retailers' businesses.

With 2025 set to be the year when AI and especially gen AI shake off the 'heavily hyped' tag and become embedded in retail business processes, our newly launched awards celebrate global technology innovation in a fast moving omnichannel world and the resulting benefits for retailers, shoppers and employees.

Our 2025 winners will be those companies who not only recognise the potential of AI, but also make it usable in

everyday work - resulting in more efficiency and innovation in all areas.

Winners will be announced at an evening event at The Barbican in Central London on Thursday, 3rd July. This will kick off with a drinks reception in the stunning Conservatory, followed by a three course meal, and awards ceremony in the Garden Room.

Further details, please either visit our site:

<https://retailtechinnovationhub.com/rtih-ai-in-retail-awards>

Or email our Editor, Scott Thompson

scott.thompson@retailtechinnovationhub.com

KEY 2025 DATES

- **Friday, 23rd May:** Award entry deadline
- **Tuesday, 27th May:** 2025 finalists revealed
- **Wednesday 28th May - Friday 13th June:** Judging days
- **Thursday, 3rd July:** Winners announced at the 2025 RTIH AI in Retail Awards ceremony, to be held at The Barbican in Central London.

RTIH AI in Retail Awards

Our winners will be announced at an event at The Barbican in Central London on Thursday, 3rd July.



FAQs

Is there a fee to enter the awards?:

No, it is free of charge.

Can I enter across multiple categories:

Yes.

Do I need to complete all the sections in the entry form?

No, but the more information you provide, the better chance you have of producing a successful submission.

Is there a certain timeframe for nominated projects, initiatives etc?

Yes, nominated projects, initiatives etc should have been completed (or substantially completed) during the last 12 months.

Who has visibility of our completed entry form and what information will be public should we win or be shortlisted?

Only our Editor, Scott Thompson, and judging panel will view submissions. The information provided in the summary section of the entry form will be made public.

Do you only accept entries from UK-based companies?

No, we accept entries from all parts of the world.

What is the shortlists process?

Shortlists will be announced in May, then shortlisted entries will be sent to our independent judging panel who will decide upon the winners and highly commended submissions. Shortlisted companies will be invited to attend an awards ceremony at The Barbican in Central London on Thursday, 3rd July 2025.

Do winners and highly commended companies receive post-event coverage?

Yes, post-event coverage includes articles on our website and also an in-depth awards review in our printed magazine. There is also the opportunity for a company profile type piece to be published on our site and within our magazine.

When is the deadline for 2025 submissions?

Friday, 23rd May 2025.

When will the 2025 winners be revealed?

Winners will be announced at an event at The Barbican in Central London on Thursday, 3rd July. This will kick off with a drinks reception, followed by a three course meal, awards ceremony, and after party featuring DJ until midnight.

Who will be judging submissions?

Details of our 2025 judging panel will be announced in the near future.



How adidas leverages tech to strengthen omnichannel strategy

Retailers have been hearing the buzz around “omnichannel” for years. At its core, omnichannel retail is about seamlessly connecting digital and physical shopping experiences, whether a customer is browsing online, purchasing in-store, or checking stock on a mobile app. It’s about keeping information consistent, making shopping convenient, and meeting customer expectations at every touchpoint. While many retailers are still working toward true omnichannel integration, adidas has already made it a reality.

As a global leader in sports apparel and footwear, adidas puts the customer experience first. By harnessing technology to enhance its omnichannel capabilities, the brand delivers a smooth, connected shopping journey across all platforms despite offering diverse items and product lines. A major driver of this success? Smarter stock management and product visibility.

To achieve this, adidas uses LS Retail software to get real-time visibility over their stock, manage product availability, and optimise stock taking in stores. “LS Retail technology has a very high footprint in adidas,” says Andreas Bierlmeier, Senior Director of Tech Management at adidas, in an interview with LS Retail. “We use it across multiple regions, like the greater China area, and emerging markets in Latin America.” Today, adidas uses LS Retail software solutions to run over 1,350 stores in 30 countries.

Here’s how LS Retail software powers adidas’ omnichannel strategy.

Real-time stock availability for customers and employees

No customer wants to waste time searching for a product they already know they want only to come up empty-handed. Even worse? Asking a sales associate to





While many retailers are still working toward true omnichannel integration, adidas has already made it a reality.

“

LS Retail tech has a very high footprint in adidas. We use it across multiple regions, like the greater China area, and emerging markets in Latin America

”

adidas uses LS Retail software to get real-time visibility over their stock, manage product availability, and optimise stock taking in stores.



check the stockroom, waiting, and then hearing, “Sorry, we don’t have it.”

To avoid these frustrations, adidas ensures customers always have up-to-date product availability at their fingertips. By connecting its online and in-store operations, adidas lets shoppers check real-time stock levels at their preferred locations before heading to the store. In-store employees can also access real-time inventory directly from the PoS, allowing them to assist customers quickly whether at checkout or on the sales floor.

Communication between the PoS and stockrooms

Helping customers on the sales floor can get hectic, especially during peak hours. A sales associate might rush to the stockroom to grab a different sneaker size, only to get sidetracked answering questions about hiking boots for another customer. Meanwhile, the first customer is left waiting, unsure if their request was even remembered.

Delays like this can leave customers feeling frustrated, and potentially even result in lost sales. To solve this, adidas equips its store employees with mobile inventory tools, allowing them to send stockroom requests directly from a tablet or mobile device and deliver items wherever customers are on the shop floor.

This dramatically cuts wait times and keeps the shopping experience smooth. And if an item isn’t available? Employees can instantly request a transfer from another nearby store, ensuring customers get exactly what they need.

Item tracking across channels with RFID

adidas is unlocking the full power of RFID technology to track inventory movement and improve stock accuracy. “RFID for us is a key enabler for driving efficiencies in the stores,” Bierlmeier told LS Retail. “In the inbound, in the

outbound, but as well making sure that we’re transferring the articles from the back of the store to the shop floor.”

With RFID, adidas can see exactly where their items are - whether on the sales floor, in the stockrooms, fitting rooms, or even the warehouses. Having this capability integrated with LS Retail software makes it easier for adidas to maintain accurate stock count throughout all their locations, as well as outside the stores. “For the omnichannel strategy, RFID is a key enabler,” Bierlmeier adds. “You want to make sure you are selling a product only once and [in that regard] RFID is helping us regarding the stock accuracy.”

About LS Retail, an Aptos company

LS Retail, an Aptos company, has been providing comprehensive software solutions to retail and hospitality businesses worldwide for over 30 years. Our unified, modular solutions combine sales, inventory, customer loyalty, and reporting, into one system with the flexibility to scale and add functionality as business needs evolve. Today, over a hundred thousand retail stores, restaurants, cafés, pharmacies, resorts, cruise lines, and more rely on LS Retail software in 157 countries. Some of our customers include adidas, SPAR, Blue Lagoon Iceland, DFDS, Skechers, Boots Apotek.

For more information,
meet our team of experts
at Retail Technology Show
from 2nd-3rd April at booth
L30 and Shoptalk Europe
from 2nd-4th June. Or visit
our website.





Furniture retail **REIMAGINED**

Blending digital and in-store experiences

Shopping for home improvements isn't what it used to be. Today's consumers are more informed, more demanding, and more digitally connected than ever before.

Whether planning a kitchen remodel or designing the perfect storage solution, they expect a seamless, personalised experience that blends online convenience with in-store expertise.

But for furniture retailers, meeting these varied expectations isn't straightforward. Rising store operating costs, regional differences in shopping habits, and the increasing complexity of customer journeys create significant challenges. The key to overcoming them lies in a strategic hybrid approach - one that bridges online inspiration with in-store validation.

This isn't just a theory. It's backed by the latest insights from the IPEA x HomeByMe report, which

explores how consumer attitudes and buying journeys vary across Europe, offering actionable strategies for retailers ready to adapt.

Digital is the new showroom, but not the only factor

Gone are the days when the buying journey began in a store. Today, 80% of households start their buying experience on a smartphone or tablet, seeking inspiration and information long before they make a purchase decision. Digital has become the new showroom, offering convenience and an endless array of options.

However, even with online research a dominant factor, 64% of Europeans still prefer to source information



'offline' (in-store), and 28% don't purchase furniture online. They seek the tactile experience and expert advice that only physical stores can provide. This means digital channels alone aren't enough. The most successful retailers are those who seamlessly blend digital inspiration with in-store experiences.

The role of 3D planners and configurators

That's where 3D planners and product configurators step in to bridge the gap between online inspiration and in-store decision-making. These platforms:

- Enhance the digital experience by allowing customers to visualise their projects in 3D, inspiring confidence in their choices before they even visit a store.
- Personalise the in-store journey by enabling sales teams to access and refine the customer's designs, ensuring consistency and continuity across all touchpoints.
- Maximise engagement by offering a customised shopping experience that meets the unique needs of each consumer.

The data supports this. 34.5% of European consumers already make use of configurators when designing their kitchen, and this number climbs to 50% in Austria. Most Europeans used configurators in-store to design their kitchen. However future intentions reveal a more balanced approach, as consumers increasingly aim to use configurators both in-store and online to develop their projects, including bedroom and living room designs.

Attracting digital shoppers back into stores

Given consumers' growing demand for customisation, and the growing importance of a complete digital experience, combining virtual and in-store experiences should be top-of-mind for furniture retailers. Retailers need a solution that can adapt to and support hybrid consumer journeys, whilst driving traffic back into stores.

The right web-to-store solution will help:

- Maximise product information displayed online, enticing consumers to view products in-store
- Provide digital platforms, such as 3D planners and configurators, that enable customers to visualise their projects before visiting the store.
- Offering guided experiences and booking in-person appointments online, creating a seamless transition between digital exploration and in-store validation.

By the way, 46% of consumers say they would like to use a configurator for their next bedroom furnishings project, whether online or in-store. Thanks to our

omnichannel and multi-device solutions, HomeByMe can deliver exactly this. With accessibility from any device, and a single interface for any profile, HomeByMe is the perfect solution for both consumers online and sales staff in-store. Cover the entire purchasing process from inspiration to sales management, with unique business specific solutions.

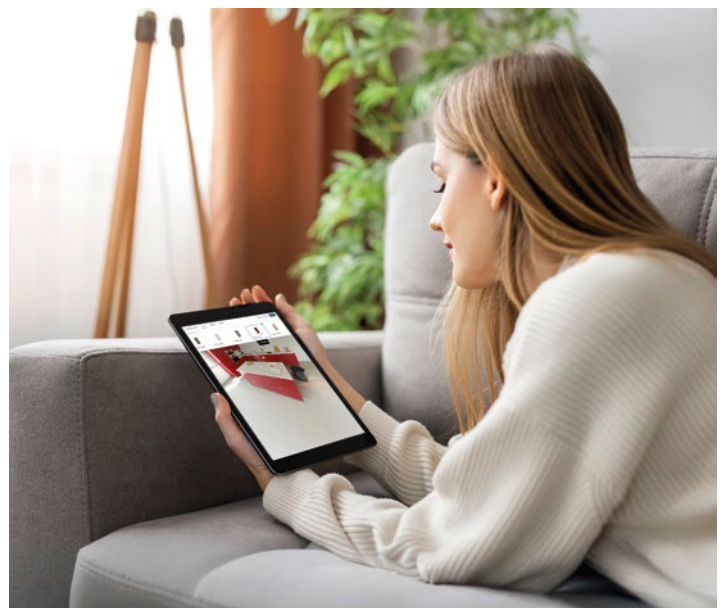
Empowering in-store experts with technology

While digital solutions are essential, they don't replace the need for in-store expertise. In fact, the role of sales staff is more critical than ever. They are the trusted advisors who bring the digital experience to life, providing the human connection and personalised guidance that drive purchase confidence.

Consumers are now entering stores more educated than ever, so they aren't looking for product specification information. Instead, their value is geared much more towards their technological know-how and any potential advice and recommendations they can give.

Our report reveals that 66% of Europeans who use configurators for their kitchen design layout project do so in-store (the average is 59% for the UK). This underscores the value of human expertise in the buying process. However, these experts need the right tools to deliver the experiences consumers desire.

↓ Get inspired from the start of your journey with HomeByMe Planners



HomeByMe empowers in-store teams with:

- Intuitive digital platforms that require minimal training, enabling salespeople to spend more time with customers and less time on technology.
- Access to customer designs and preferences, allowing them to provide personalised recommendations and configurations that align with the customer's vision.
- Business-specific solutions tailored to the furniture sector, ensuring that sales teams have the industry-specific knowledge they need to close sales effectively.

HomeByMe allows retailers to design a more connected and well-equipped workforce, ready to turn consumer ideas into sales.

The future of furniture retail is seamless, smart, and consumer centric

The future of furniture retail lies in creating a seamless and flexible experience that meets the diverse and ever changing expectations of today's consumers. As our

research with IPEA highlights, consumer preferences vary widely across Europe, from online shopping habits to in-store expectations, making it essential for retailers to adopt a strategy that is both adaptable and consumer centric.

By integrating digital solutions like 3D planners and product configurators, retailers can bridge the gap between online inspiration and in-store decision-making. A strong omnichannel strategy doesn't just improve consumer satisfaction, it drives traffic, increases conversions, and ensures that businesses stay competitive in a rapidly evolving market.

Retailers must embrace digital transformation while maintaining the value of physical stores. The key is finding the right balance, leveraging technology to enrich the shopping journey without losing the personal touch that consumers still crave.

Want to uncover the full picture of consumer behaviour and how it impacts your business?

Download the full report with IPEA to gain deeper insights into the latest trends: <https://enterprise-home.by.me/resource/analysis-furniture-consumption-europe/>

 **HomeByMe Kitchen Planner - decide how and where to integrate your furniture.**





3D EXPERT SOLUTIONS DEDICATED TO CONSUMERS AND VENDORS FOR THE ENTIRE HOME

EMPOWER SALES EXPERTS THANKS TO TECHNOLOGY

66% of Europeans who use configurators for their kitchen design projects do so in-store. Thanks to Retail Operations, experts and vendors can seamlessly manage the entire sales journey, ensuring optimal customer satisfaction.



BLENDING DIGITAL AND IN-STORE EXPERIENCES

HomeByMe solutions can adapt to and support hybrid consumer journeys. Offer an outstanding consumer experience thanks to planners for kitchen, bathroom and furniture.

SELL FURNITURE IN THE MOST DISRUPTIVE WAY

46% of furniture spend by UK residents are completed online. Provide your consumers with the best way to project their home design project thanks to Storage and Product Configurator.

Discover how HomeByMe solutions will
transform the way you sell your products:



Ask for a personalized demo: <https://enterprise-home.by.me/contact>

RTIH's Top 100 Influencers



3DCloud™

RTIH's Top 100 Retail Technology Influencers List

The latest edition of the RTIH Top 100 Retail Technology Influencers List has arrived, sponsored by 3D Cloud. Here are the people who made a splash in 2024 and are set for a barnstorming 2025.

RTIH has scoured the retail technology world to find the most influential figures for this comprehensive list of people and trends that shape the industry and help drive it forward. We're living in unprecedented times. In a post-Covid world, we're witnessing a seismic change in shopping habits. Retailers are taking innovative technologies like AR, AI, machine learning, and finding ways to use them to boost business efficiency and make customer experiences more exciting and dynamic.

Which is where the RTIH Top 100 Retail

Technology Influencers List comes in, presented, we should stress, in no particular order.

Such disruption requires new ways of problem solving and thought leaders who can both evangelise and execute on the likes of digital transformation and omnichannel success.

We hope you enjoy reading through it and, as always, if you would like to give feedback or believe that there are some glaring omissions, please feel free to get in touch (contact details can be found on page three of this magazine).

Scott Thompson, Editor and Founder, RTIH

RTIH's Top 100 Influencers

JUSTIN BRETON

LinkedIn Bio Innovative & inclusive marketing executive fostering meaningful engagement; Recognised as Ad Age 40 Under 40, Event Marketer Watchlist, Brand Innovators 40 Under 40, & Business Insider Rising Star of Brand Marketing.

CRISTINA RUTGERS-ASTOLFI

LinkedIn Bio Global Head of Analytics Ikea Customer Support | Digital Sustainable Transformation Leader | Customer Experience and Loyalty Expert | Speaker.

ANDY GAMBLE

LinkedIn Bio Global CIO | Investor | Non Executive Advisory Passionate about Technology, Retail, AI & Retail Media

PAULA BOBBETT

LinkedIn Bio Chief Digital Officer/Executive Director/ Non Executive Director.

VINETA BAJAJ

LinkedIn Bio Group CFO @ Rohlik Group | Ex-Ocado | Executive Board Member | Chief People Officer | NED | Mentor | Advisor | Investor.

ALICE RACKLEY

LinkedIn Bio Chief Executive Officer @ Polytag Limited | Connected packaging solutions and enabling circular economies through open standards.

LEONID GLADILIN

LinkedIn Bio Let's boost your LTV | B2C and B2B e-commerce | Customer-centric loyalty | Retention is King.

ILANN HEPWORTH

LinkedIn Bio ShopAi, Enterprise AI Agents. Transforming Business Operations Through Natural Language Connecting Teams, Data & Systems via Intelligent Conversations.

CAROLINE VARGA

LinkedIn Bio Head of Uber Direct | on-demand delivery.

DOMINIQUE PIERRE LOCHER

LinkedIn Bio 1st generation digital pioneer, early stage investor and Food- and RetailTech entrepreneur.

GIOVANNI ZACCARIELLO

LinkedIn Bio SVP Global Visual Experience at Coach.

CAS PATON

LinkedIn Bio Founder and CEO of OnBuy.com - Where loyalty is rewarded.



Nina Mimica

RTIH's Top 100 Influencers

GARY NEWBURY

LinkedIn Bio Rapid Performance Recovery Supply Chain Transformer 25+ Operational Turnarounds Mid-Market Growth Escalator Speaker Radical Strategic Thinker Highly Focused Empowering Interim C Suite Leader.

SHISH SHRIDHAR

LinkedIn Bio Global Retail Startups Lead | Top AI Leader 2024 | Top Retail Expert 2024 | Top 100 Retail Technology Influencers | Advisory Board | Public Speaker.

JAMES PEPPER

LinkedIn Bio CEO @ Vista Technology Support | Charity Sector Trustee.

JONATHAN DE MELLO

X Bio Retail & Retail Property expert. Founder & CEO of JDM Retail. NED. Top 25 Retail Influencer. Providing strategic consulting to retailers & property investors.

ANDREY GOLUB

LinkedIn Bio #Technology & #Strategy #Innovation. #FashionTech #DeepFashion #DesignAutomation #DigitalTransformation #MicroAutomation #DataDriven.

NINA MIMICA

LinkedIn Bio Board Member and Chief Innovation Officer @ Studenac market // MBA in International Business.

FRANK BEARD

X Bio Retail tech marketer | Speaker and writer | Once spent a month eating at gas stations and lived to tell the tale.

DEANN CAMPBELL

LinkedIn Bio Retail turnaround through optimising stores Global Speaker Rethink Retail Top Global Influencer RTIH Top 100 Retail Technology Influencer.



Matthew Taylor
(left) and Mike
Cadden (centre)

RTIH's Top 100 Influencers

LAWRENCE WILLIAMS

LinkedIn Bio Director of Retail Strategy | Sociologist | Solution Consultant | Author.

MICHELLE GRANT

X Bio Exploring the impact of digital transformation in retail and consumer goods. @Salesforce. Former Head of Retailing @Euromonitor. All opinions are my own.

MARSHALL KAY

LinkedIn Bio Strategic Advisor to retailers, global brands and investors. Speaker. Writer on Retail topics for Forbes. Named one of 2024's Top Retail Influencers by UK-based Retail Tech Innovation Hub and US-based RETHINK Retail.

ASIF AZIZ

LinkedIn Bio Retail Director EE/BT Group | NED | BT Group Clinical Advisory Board Member.

NIKKI BAIRD

LinkedIn Bio Retail industry and technology expert, focused on the future and its implications for today and tomorrow.

Cas Paton



Brad Bogolea

RICHARD NOON

LinkedIn Bio Product Manager - omnichannel at Footasylum.

SCOTT THOMPSON

LinkedIn Bio Editor and Founder at Retail Technology Innovation Hub and EdTech Innovation Hub. I'm hiring!

VIV CRASKE

LinkedIn Bio Advisor for retail/FoodTech/online grocery scale ups | Author.

MATTHEW TAYLOR

LinkedIn Bio IT Leadership | CIO | IT Strategy | IT Delivery | Transformation | Operations | Compliance | Cloud | Risk | Cyber Security | AI | Innovation | Global | CTO | Data | Digital | DevSecOps.

DR. CHRISTIAN BOCK

LinkedIn Bio Empowering Tomorrow's Retail Potential Today | reta Award Winner Best AI & Robotics Application 2023 (ALDI Nord).

RTIH's Top 100 Influencers



STEVE COLLINGE

[LinkedIn Bio](#) Rethink Retail Top Retail Expert 2025, RTIH Top 100 Retail Technology Influencer, Retail Commentator, International Speaker and Expert on the Home & Garden Industry. Group Managing Director | Sales & Marketing Director.

ELLA D'AMATO

[LinkedIn Bio](#) CEO | Executive Coach | NED | Trustee.

BRAD BOGOLEA

[LinkedIn Bio](#) Co-founder & CEO @ Simbe.

PAUL DO FORNO

[LinkedIn Bio](#) Managing Director / Eminence Lead Commerce Practice @DeloitteDigital. B2B B2C Commerce DigitalTransformation Expert. Alum: @uofwaterloo.

ANDREW BUSBY

[LinkedIn Bio](#) Senior Industry Adviser, BOXTEC | Fortune writer | Founder, Redline Retail Consulting | Amazon Best-Selling Author | ReTHINK Retail / RTIH / Modern Retail Top 100 Retail Expert | International Keynote Speaker.

DAVID GLICK

[LinkedIn Bio](#) SVP, Enterprise Business Services at Walmart.

CATALINA SALAZAR

[LinkedIn Bio](#) Global Lead of Retail Media at Wolt | Advertising | Ad Tech & Product Management | Business Consulting.

KIERAN BOWDEN

[LinkedIn Bio](#) Customer Success Director at Retail Assist & Barron McCann Limited.

RTIH's Top 100 Influencers

BECK BESECKER

LinkedIn Bio Founder & CEO at 3D Cloud.

DAVID POLINCHOCK

LinkedIn Bio Helping retailers/brands understand emerging tech impacting physical space, including AR/metaverse, payment tech | RETHINK Retail Top Retail Expert | RTIH Retail Influencer | Writing book on 3rd place w/Sydney Polinchock.

MATT BRADLEY

LinkedIn Bio Director & Founder - Retail Technology Show.

MIKE CADDEN

LinkedIn Bio Transformational retail focused IT Director/CIO/Programme Manager; RTIH Top 100 Retail Tech influencer.

MARTIN NEWMAN

LinkedIn Bio The Consumer Champion. Founder <http://CustomerServiceAction.com> Agent: <http://KnightAyton.co.uk> New book out now: <http://bit.ly/PowerofCX>

CHRISTINE RUSSO

LinkedIn Bio Leading Industry Voice | Tech Scouting | Events | Believer in Converting with Content | Partnerships | Creator and Host What Just Happened Podcast on Spotify | Moderator, Advisory Board Member | Debate Winner.

GREG DEACON

X Bio VP @snappyshopperUK | Retail Media | partnerships| @RTIH_RetailTech| top 100 influencer | Husband | Coach | Football, Netball and Swimming Dad | LFC & F1.

MEGAN LUDLOW

LinkedIn Bio RTIH Top 100 Retail Tech Influencer ('22, '23 & '24) | Product Manager - M&S App.

Neil Kuschel



Alice Rackley



RTIH's Top 100 Influencers

TREVOR SUMNER

LinkedIn Bio Entrepreneur - Executive - Advisor - Angel
- Top 100 Retail And Top 50 RetailTech Influencer.

LEE COOPERSMITH

LinkedIn Bio Director of Business Development (UK & IE) - Excited to Innovate in Last-Mile Retail at Cleveron | Passionate about Transforming the Retail Experience | Technology Enthusiast |

BRITTAIN LADD

LinkedIn Bio AI for Supply Chain and Logistics | Warehouse and Fulfillment Automation | Humanoid Robotics | Autonomous Technology for Transportation | Digital Commerce | Business Strategy | Innovation | Opinion Writer.

JENNIFER STEPHENS

LinkedIn Bio CMO / Co-founder / NED / Venture Builder / Advisor - US / UK / EMEA Integrating Frontier Technology to Reshape Consumer Business Strategies - Web3 / AI / D2C 3.0 / Hospitality / Modern Leadership.

SHARON YOURELL LAWLOR

LinkedIn Bio The Modern Shopper Strategist: Global Retail & Shopper Expert. Retail Author. Public Speaker. RETHINK Retail Top Expert (2023 & 2024). Decoding retail, tracking trends, and crafting impactful strategies.

Yael KOCHMAN

LinkedIn Bio Retail Disruptor | Retail Media Enthusiast | CBO @buywith+myAthena | Founder @Re:Tech | NRF Retail Voice | Top Retail Expert & Strategy.

ANDY BALDAUF

X Bio Top 100 Retail Tech Influencer | Done is better than perfect | Master #DigitalBusiness @fhhwz #digital #retail #ecommerce #marketing #innovation.

TONY D'ONOFRIO

LinkedIn Bio President @ Sensormatic | Recognized Global Top Retail Expert - 11,000+ Direct Contacts / 150,000+ Followers > Views my own.

RICHARD HAMMOND

LinkedIn Bio Uncrowd CEO & Founder | Expert in Experience Analytics.

MARTIN SCHOFIELD

LinkedIn Bio CEO at Retail247.

Christine Russo



RTIH's Top 100 Influencers



Oliver Banks

BEN GIBBINS

LinkedIn Bio Connecting Retail Leaders With The Industry's Best Technology & Transformation Talent | Retail Executive Search | Building The Retail Technology Leaders Hub - A Community For Retail Tech, Digital & Transformation Leaders.

EMILIO (WASIM) MALIK

LinkedIn Bio Founder of Lazeez Tapas Mayfair /Co Founder Tahina - Autonomous. AI. Frictionless stores / Entrepreneur.

ANA PINTO

LinkedIn Bio CEO at Reckon.ai - We are Hiring!

MAUREEN HINTON

X Bio Retail Analyst, Commentator, Consultant, Speaker. Member of KPMG/Ipsos Retail Think Tank, Top 100 Retail Influencer @ Retail Rethink & RTIH.



Beck Besecker

NATALIE BERG

LinkedIn Bio Retail Analyst | Author | Podcast Host #RetailDisrupted.

STEVE LISTER

LinkedIn Bio Sustainability Consultant to Global Brands, Retailers & Partners - RETHINK Retail - Top Retail Expert Consultant 2024 - Top Retail Influencer 2023/24 - Retail Expert - RTIH Top 100 Retail Technology Influencer 2023/24.

TOBY PICKARD

LinkedIn Bio Retail Futures Senior Partner @ IGD | Top Retail Expert from Rethink Retail and RTIH Top Influencer.

RTIH's Top 100 Influencers

JO HICKSON

LinkedIn Bio Head of Innovation, H&M Group, Stockholm.

GLENN FAULKNER

LinkedIn Bio Automating Retail | Innovative Infrastructure & Hardware Product Manager | Driving Growth Through Bespoke Solutions | Cross-Functional Collaboration & Strategic Partnerships.

KATE HARDCASTLE

LinkedIn Bio Global Leader in Consumer Engagement "Speaks fluent customer" Business Advisor Keynote Speaker Broadcaster EMEA USA PAN-ASIA Author - The Science of Shopping - pre order now Investor Passionate philanthropist.

CELIA VAN WICKEL

LinkedIn Bio Expert in eCommerce, Retail, CPG, and Marketing activation, insights, and trends Creative and curious thought leader & storyteller Thoughts expressed are my own.

BEN SILLITOE

LinkedIn Bio Editor, journalist, and content creator available for contract and freelance work, and founder/editor of Green Retail World.

NADINE NEATROUR

LinkedIn Bio Customer Centric Leader. Helping brands see through a customer lens to thrive. CMO. CCO. Advisory. Fractional. Consulting. NED.

GEOFFREY BARRACLOUGH

X Bio Business of Payments. New blog looking at how Paytech makes money. Sign up for the newsletter.

OLIVER BANKS

LinkedIn Bio I help retailers drive operating model transformation and change // Consultant & Advisor // Author: Driving Retail Transformation // Podcast: The Retail Transformation Show // Keynote Speaker.

GREGG LONDON

LinkedIn Bio U.P.C. Data for Regulations, Compliance, and GS1 2D Initiatives - Supply Chain Consultant - Grocery Pragmatist - Magician - Rabbi.

ALEX BAKER

LinkedIn Bio Co-creating the new retail ecosystem.

SIMEON SIEGEL

LinkedIn Bio Managing Director, Senior Analyst, Board Member.

OSKAR JAKOBSSON

LinkedIn Bio Director Customer Solution @ICA - Senior retail manager. RTIH - Top 100 Retail tech influencer. Rethink Retail - Global Retail Leader. Retail tech expert and speaker.

NEIL KUSCHEL

LinkedIn Bio I like lockers and e-commerce technology. CEO UK @ InPost UK | Executive Advisory, E-Commerce.



Carole Kingsbury

RTIH's Top 100 Influencers

CATHY MCCABE

LinkedIn Bio CEO & Co-Founder - Leading Global Retail Clienteling Solution | Empowering Associates with Omnichannel Retail | Build Your Business By Growing Customer Engagement | Understand Interactions | Data-Driven Retail Marketing.

HARMONY MURPHY

LinkedIn Bio Founder, Senior Commercial Head @ Google | ex General Manager, ads @eBay | Certified Coach (AFC 2021), Author.

CAROLE KINGSBURY

LinkedIn Bio CIO | Technology Director | People-focussed Change and Digital Transformation Leader.

RICK WATSON

LinkedIn Bio eCommerce Strategy Consultant | Strategic eCommerce Consulting to Optimize Your Results | eCommerce SaaS Positioning and Go-to-Market Strategy | Organizational Change Management | E-Commerce Expert Witness.

CARL BOUTET

LinkedIn Bio Retail Prescriptor | Marketing Educator | Global Strategist | Board Member & Advisor.

GONEN GERSHUNI

LinkedIn Bio Unmanned Stores | Auto Pick & Pack | 24/7 Omnichannel | 100% Loss Prevention Top Retail Expert @RETHINK Retail.

ART SEBASTIAN

LinkedIn Bio NexChapter | Entrepreneur | Technology Advisor | Omni-Channel Marketing | Digital Transformation | Retail Media Networks | Go-to-Market Strategy.

JOHN-PIERRE KAMEL

LinkedIn Bio Rethink Retail Top Retail Expert 2024 & 2025 | Retail, Omni-Channel, RFID Technology Executive | RTIH Top 100 Retail Global Technology Influencer 2024.

KARRIE HELM

LinkedIn Bio Sr. Director of Stores | Operations Leader | Passion for People First Leadership



Toby Pickard (centre)

RTIH's Top 100 Influencers

CHRIS IGWE

LinkedIn Bio Award winning industry leader | Global Retail Authority | Retail Voices by NRF 2025 | Top Retail Expert 2023 - 2025 | Keynote Speaker | Author | C-Suite roles & Board positions | Mentor.

MICHELLE KEARNS

LinkedIn Bio IT Leader in Ireland for Boots | exCCIO for the HSE | Founder and Chair of One Health Tech Ireland | Digital Health advisor to the WHO | Fellow of the ICS & BCS | Follow me @ShinyShella.

HARRY RIDLEY

LinkedIn Bio Head of Technology at Levy UK + Ireland.

MIKE VAUGHN

LinkedIn Bio Retail Consultant and Trusted Advisor | Retail Strategy | Transformation | Technology and Process Consulting.

SIMON SHANKSTER

LinkedIn Bio Director of Sales EMEA Focal Systems | Retail Technology, Brand Experience & Store Environments | Achieving Results and Leading High Performing Teams.

STEVE DRESSER

LinkedIn Bio CEO @grocery_insight. Store insight, process, availability & better execution. Retail influencer. "The man supermarket CEO's turn to" (BBC). SEN Tribunal vet.



Natalie Berg

RTIH's Top 100 Influencers

SUMEET GOENKA

LinkedIn Bio Founder & CEO | YALLO Group – Tech Strategy & Talent for Retail, BFSI, Healthcare & More | Chief Architect | Ex-Richemont, Microsoft, Deloitte, Oracle.

PATRYK POWIERZA

LinkedIn Bio Chief Growth Officer at x-kom | Forbes 30u30 | Tech Newsletter Author.

JIM HERBERT

LinkedIn Bio CEO at Patchworks.

TOBIAS CATERER

LinkedIn Bio Open Innovation Lead at M&S.

MARILYN REPP

LinkedIn Bio Retail Innovation Ambassador | Community Building.

RON THURSTON

LinkedIn Bio Best Selling Author, Keynote Speaker, Podcast Host, and Senior Advisor.

MELISSA MOORE

LinkedIn Bio The Retail Advisor | The Retail Tea Break Podcast Host | Retail & Sales Lecturer | RETHINK Retail Top Retail Expert |

ELAINE PARR

LinkedIn Bio Consumer Products & Retail Leader | #TheCPGGeek™ | RETHINK RETAIL Top Expert | NRF Retail Voice | Client Partner | #WomeninSTEM #GenderParity #Talent Champion | LEAD Network Sponsor | Proud Mum of The Firecracker |

OLYVIA MUNRO

LinkedIn Bio A 23 year old building real-time product tracking for fashion retailers.

HOW DO WE IDENTIFY THE TOP 100?

We use a variety of sources to select our top 100, including feedback from industry observers, research within our own networks, direct or third-party nominations via our website, and social media tools.

In addition to social presence, we also take into account award winners and judges, event speakers, books published, media appearances, and people building innovative companies, solutions etc in the retail space.



Kate Hardcastle



Given the rise in multi-channel ordering and increasing demand for customer collection and third-party delivery, the requirement for efficient and sustainable labelling has surged.



Q&A

Mark Lloyd Sales Director, Star Micronics EMEA

RTIH talks RTS 2025, PoS systems, major retailer challenges and how Star can help, with the company's EMEA Sales Director Mark Lloyd.

RTIH: Tell us about Star Micronics

ML: With over 75 years in precision manufacturing including 45 years in the PoS industry and a global presence, Star's strength and success is built upon product innovation alongside established relationships with leading software partners. Offering in-depth technical knowledge and integration expertise, Star delivers unique tailored solutions for an evolving retail industry.

Scalability and flexibility are key and Star delivers the versatility required to integrate traditional, tablet and cloud-based PoS systems, which has ensured successful installation of its products into major retailers as well as smaller retail outlets worldwide.

As a complete PoS hardware solutions provider, Star offers a wealth of options including a wide range of unique desktop PoS, mobile and self-service terminal printers for printing receipts, tickets and labels from traditional systems, tablets and mobile devices as well as from web and cloud-based apps.

Additionally, Star provides tablet stands, display stands and cash management solutions to complete the hardware offering. As a result, businesses can develop PoS systems in the knowledge all products and peripherals are successfully integrated and provided by a single manufacturer.

RTIH: What are the biggest challenges facing retailers right now and how can Star Micronics help?

ML: With rising operational costs, evolving customer expectations in an omnichannel world alongside the

need to embrace more sustainable practices and improve security, the retail industry faces a range of challenges. Adapting to industry shifts while balancing efficiency with exceptional service requires retailers to take advantage of innovative PoS technology that can help to streamline operations, reduce costs and enhance the shopping experience.

Without a doubt, powerful next-generation PoS technology provides stores with the tools to successfully overcome these challenges, meet evolving customer expectations and boost efficiencies. Feature rich hardware with flexible connectivity allows for scalability, while providing a future-proof solution that can respond to changing needs as the business evolves.

As such, the recently launched Star TSP143IV X4 receipt and order printer responds to growing demand for future-proof, scalable hardware that can support fixed, mobile and Cloud applications. Redefining efficiency and scalability for online ordering, the TSP143IV X4 is equipped with exceptional connectivity: USB, LAN, WLAN and Bluetooth alongside cloud connectivity as standard to offer seamless compatibility with PoS systems, tablets, handheld devices, online ordering systems and self-ordering kiosks supporting all major operating systems.

Moreover, hardware that is straightforward to set up and allows a retailer to be up and running within minutes and serving customers quickly is invaluable. Delivering a new WLAN and Bluetooth setup designed to simplify wireless connectivity 'out-of-the-box', the TSP143IV X4 allows users to quickly connect via an auto-generated QR



code or via the Star Quick Set Up Utility and be online within less than a minute.

Star prides itself on providing not just reliable hardware with a four-year warranty as standard on a number of its printer models, but also a range of unique and innovative solutions. For example, with security being a key challenge facing many retail businesses, Star's unique cash drawer connection sensing feature allows the printers to distinguish an open drawer or one which is completely disconnected. The information can be reported directly to a locally controlling application or via the cloud.

RTIH: Star Micronics will be out in force at Retail Technology Show 2025. What can visitors to your stand expect to see?

ML: Given the rise in multi-channel ordering in the retail industry in recent years accompanied by increasing demand for customer collection and third-party delivery, the requirement for efficient and sustainable labelling has surged.

Star offers a range of label printing solutions with a sustainable focus including the versatile mC-Label3, thanks to its ability to print on a wide range of liner-free media including low adhesive re-stick labels as well as high adhesive permanent and semi-permanent labels.

The mC-Label3 printer offers the ideal solution for printing different sized and types of labels from one easy-to-use device. Capable of printing traditional liner pre-sized labels, continuous label rolls and on receipt paper with fully adjustable widths from 25mm to 80mm wide, the printer is ideal for retail businesses that use a

variety of media or are planning to move from traditional labelling to linerless media in the future.

Alongside demonstrating hardware solutions with a variety of software partners, Star will be exhibiting its latest software and integration tools for enhanced connectivity. To enable almost instant printing from Cloud-based retail and hospitality software and apps, Star has developed its superior CloudPRNT™ Next technology based on the MQTT protocol.

With CloudPRNT widely used by retail and hospitality worldwide as part of an online ordering system, Star's latest CloudPRNT Next technology provides faster, more secure and efficient communication between cloud applications and connected devices.

RTIH: Why is RTS 2025 an important show for Star Micronics and what other events can people catch you at this year?

ML: 2025 is proving to be a busy year for Star as we have so far exhibited at EuroCIS and Internorga and will be present at Hospitality Tech Expo later in the year, alongside a range of local retail and hospitality events across Europe.

Star has attended RTS for over 20 years in its various formats and it is the continuing success of the show that drives Star to return each year, given the constant flow of visitors to our stand over the two days. We consider it an ideal forum to demonstrate and discuss our latest hardware as well as our software and integration tools with industry professionals across the sector. We are sure this year will be no exception and look forward to welcoming visitors to the Star stand (G52).



RTS is an ideal forum to demonstrate and discuss our latest hardware as well as our software and integration tools with industry professionals across the sector.

Offering in-depth technical knowledge and integration expertise, Star delivers unique tailored solutions for an evolving retail industry.



Retail Tech Innovations Report



SPONSORED BY:

3DCloud

INTRODUCING The RTIH Retail Technology Innovations Report

RTIH is pleased to announce the launch of its third Retail Technology Innovations Report, sponsored by 3D Cloud.

This highlights the top 25 retail tech plays of the past 12 months as decided by our Editor, Scott Thompson, and an independent advisory panel. We were looking for groundbreaking technology deployments, launches, and pilots from across the omnichannel retail landscape, be they payments, supply chain, online, mobile, physical store etc related.

Thompson produced a longlist which then went to the advisory panel, consisting of:

Mike Cadden, Chief Technology Officer, Marie Curie

Christine Russo, Retail Industry Analyst

Nina Mimica, CIDO, Studenac market

Peter Waugh, Director, International Digital (EMEA, LAC & AP), Starbucks

Nadine Neatrou, Marketing Director, Gordon Ramsay Restaurants

They picked their stand out retail technology plays, put forward their own favourite innovations, and, based on this, Thompson drew up the final 25.

Innovation and technology play a critical role in the success of the retail sector, and it is great to celebrate this with the 2025 Retail Technology Innovations report.

Many thanks to 3D Cloud, which provides 3D product visualisation software trusted by top furniture and DIY retailers, for sponsoring it.

Retail Tech Innovations Report

PHYSICAL RETAIL

EE

EE has opened an extended reality (XR) retail playground, giving visitors to its flagship store, the EE Studio, in Westfield, White City, London, the opportunity to try a wide range of augmented reality (AR), virtual reality (VR) and mixed reality (MR) devices side by side.

Asif Aziz, Retail Director at EE, says: "Extended reality is one of the most exciting areas of tech innovation right now, and it really must be seen to be believed. That's why we're giving shoppers this unparalleled opportunity to try the latest and greatest devices side-by-side, bringing the future of immersive technology to consumers' fingertips."

"We pride ourselves on being the most personal brand on the high street and whether it's for gaming, entertainment or learning, we believe everyone can get something out of XR. We invite shoppers to try out this exciting tech for themselves and speak to our expert EE Guides for advice on how they can get the most out of XR in their everyday lives."

The Fragrance Shop

The Fragrance Shop's new experiential flagship on London's Oxford Street aims to redefine fragrance retail through cutting-edge technology and



EE.

personalised experiences.

Spanning 2,300 sq ft, the store offers interactive features such as 'Lift and Learn' displays and an AI driven 'Algorithmic Perfumery,' allowing customers to create bespoke fragrances in minutes.

Augmodo

Augmodo's proprietary SmartBadges are powered by a Spatial AI assistant for store associates, which recommends actions and tasks to increase efficiencies, including restocking shelves, placing orders and improving compliance, saving stores time and money and improving retailer, associate, brand and shopper experiences.

"Our retail associates are our best assets, and they have critical job responsibilities on

store floors, such as selecting e-commerce orders, stocking shelves, updating promotions and assisting customers," says Mark Finocchiaro, Managing Partner, CIO and Director at Chemist Warehouse, Australia's largest pharmacy retailer with 535 locations in Australia and internationally.

"That's why we've aligned with Augmodo - associates simply wear the SmartBadges as part of their uniform and they're able to instantly capture invaluable shelf information multiple times per day and cut down on tedious, time-consuming tasks."

HMN

Hologram Media Network (HMN) has launched what is pitched as the world's first always on

Retail Tech Innovations Report



holographic advertising network, built in collaboration with Proto Hologram.

Featuring Proto Luma devices, this spans Simon malls across the US.

The network - which has thus far deployed across 30 Simon locations - including Los Angeles' Del Amo Mall, New York's Roosevelt Field Mall, Atlanta's Lenox Square Mall, Nashville's Opry Mills, and Chicago's Woodfield Mall - offers limited advertising inventory, featuring 3D creative advertising programmed alongside exclusive IP content collaborations.

Each month's holographic show is curated with storytelling from major studios, creators, artists, and influencers, as well as live interactive hologram events with celebrities. The charter content showcase featured an exclusive experience for Paramount Pictures' Sonic the Hedgehog 3, immersing customers in a lifelike 3D encounter with the character and his team.

QUICK COMMERCE

Co-op

UK convenience specialist Co-op has announced the launch of a new rapid delivery grocery app, Peckish, which, in what is claimed to be a grocery retail first, offers a service to independent retailers looking to serve their customers and communities online.

Peckish will enable small, often family owned, independent grocery businesses, shops and other co-operative retail societies to provide an online grocery shopping and delivery service to their local customers.

The app overcomes barriers that independent retailers face when moving to sell online, including cost, scale and resource, allowing smaller scale bricks and mortar retailers to have a presence online and enabling more consumers to quickly and conveniently shop local and support their high street stores.

Co-op is making an initial £1 million investment for year one on Peckish, following a 30 store trial last year, and is targeting a first year sign up of over 1,000 stores, with potential to treble that by year three.



HMN.

Sensei and MC Sonae

Sensei has partnered with MC Sonae on the opening of a new Continente Bom Dia location, in Leiria, Portugal, pitched as the world's largest autonomous supermarket.

Sensei says: "This revolutionary achievement is a record breaker on so many levels, setting a new benchmark for the future of retail: 1.676 cameras; 1,200 m²; 2,000 scales; 21 servers; 10,000 SKU's."

"With democratic entry (no app or card tapping needed), assisted sales (fresh fish counter), simplified real-time basket checkout, discrepancy

Retail Tech Innovations Report

detection (a first!), and many more, bringing the shopping journey to a whole new level.”

Simbe

Simbe has announced what is pitched as the next step in its journey to power the single source of truth for store intelligence with the launch of Tally Spot.

It claims that this addition to its multimodal Store Intelligence platform, which is in beta in US stores, makes it the first and only retail technology company to combine computer vision, RFID, and now fixed sensors.

Brad Bogolea, Co-founder and CEO at Simbe, says: “Since launching the world’s first autonomous item scanning robot, Tally, we’ve continuously evolved to meet our retail partners’ needs. Tally Spot now complements Tally’s storewide coverage with higher frequency monitoring in select high turnover, high theft, and high value areas.”

He adds: “This milestone underscores our retail partners’ drive for innovation and their trust in Simbe to design the capabilities for stores of 2035. Together, we’re improving shoppers’ and store teams’ experiences while helping retailers evolve their operating model in this modern age.”

Carrefour Belgium

Carrefour Belgium has developed a new autonomous micro-store concept, Carrefour BuyBye, in association with Reckon.AI, with the aim of tapping into opportunities beyond traditional retail.

The initiative has now seen a trial of an interactive fridge section at an Auderghem

hypermarket.

Matthieu Ullens, Director E-commerce, Data and Digital Transformation at Carrefour, comments: “This is the future of shopping - the interactive fridge that lets you buy and say bye in one seamless move. Developed with our amazing Innovation team, this new concept is designed to revolutionise the way our customers shop, combining convenience with cutting-edge technology.”

He adds: “After successful technical tests, we’re now diving into financial viability assessments to measure its potential impact. The journey has already begun with Carrefour BuyBye units up and running at our Service Centre in Zaventem, in franchised stores, at our partner Publicis, and in other strategic locations such as hospitals, offices, and more. We’re excited to see how the latest test at the Auderghem hypermarket unfolds. A huge thank you to all the teams who brought this idea to life. Your dedication is paving the way for a more innovative and effortless shopping experience. This is just the beginning as we continue to build the future for our customers.”

LEGOLAND Windsor Resort

Zippin and Aramark UK have partnered with LEGOLAND Windsor Resort to launch Europe’s first checkout-free store in a theme park.

DUPLO Coffee Co, located in DUPLO Valley, sells a variety of sandwiches, snacks, coffee, and other drinks.

It was converted into a Zippin powered store where guests

can enter with a credit card or mobile wallet, take what they want, and exit. There are no checkout lines and no stopping to scan purchases. Guests are automatically billed for what they take as they exit.

Coles Supermarkets and Instacart

Australian retailer Coles Supermarkets reports the roll-out of Caper Carts, Instacart’s AI powered smart trolleys, at its Richmond Traders location in Melbourne.

Caper Carts are equipped with AI, cameras, and a built-in scale, which work together to automatically recognise items as they are added to the trolley. They enable customers to bag as they shop and watch their running total. At the end of their shopping, customers can checkout directly from the trolley.

Caper Carts sync to Coles’ Flybuys rewards programme. Customers can scan their Flybuys card or Coles app to instantly access personalised offers and view in-store specials on the trolley’s digital screen.

When they shop in-store with Caper Carts, they can later view purchased items under their



We were looking for ground-breaking tech deployments etc from across the omnichannel landscape.



Zippin.



Retail Tech Innovations Report

'buy it again' list on the Coles app and website. Equipped with gamified capabilities, they also have the chance to win discounts by spinning a digital wheel on the trolley's screen at checkout.

Coles is the first retailer in the APAC region to launch Caper Carts, and also the first in the country to introduce AI powered trolleys.

Instacart. 



AUTOMATION

Just Eat Takeaway.com

Just Eat Takeaway.com has inked an international partnership agreement with Manna to roll out drone operated deliveries.

Customers will have the choice to receive their orders from participating partners via drones, which will be deployed from local

delivery hubs operated by Manna. Once the food has been loaded onto the drone, they will receive their orders in as little as three minutes, it is claimed.

This service is now available in Dublin, Ireland. The aim is to roll this out internationally to more Just Eat Takeaway.com countries.

Manna operates under the pan-European regulatory framework set by EASA (the European Union Aviation Safety Agency) and is developing roll-out plans in collaboration with partners, local authorities, and communities to expand its services to more countries in Europe.

Boxbar Tech

In June 2024, Boxbar Tech rolled out what was pitched as the biggest ever self-service, auto pouring festival bar dispensing a full drinks menu.

This featured: 35 terminals, two bars, ten products, including beer, cider, spirit and mixers, Prosecco and the world's first self-serve automated

Aperol Spritz cocktail bar.

Boxbar Tech said: "It's no secret that the festival industry is going through tough times with costs spiralling out of control."

"Bar queues and waiting times present a major problem for festivals, burning vital potential revenue and creating a poor customer experience. By bringing in Boxbar for 2024, Parklife were able to speed up service, slash queue times significantly and bring smiles to the faces of their fans."

Zara

Zara is deploying Click & Collect robotics delivery, powered by Cleveron.

Customers can now pick up their orders from lockers in under ten seconds, from scanning the code to having the package in hand. The service offers 24/7 availability, no queues, and lays claim to higher customer satisfaction, due to it being faster, easier, and more efficient than previous offerings.



 Just Eat Takeaway.com and Manna

Retail Tech Innovations Report

"Retail is evolving, and innovative solutions like this are shaping the future," says Fredrik Fenberg, Director of Business Development Nordic at Cleveron.

Verity, On and Maersk

Verity recently reported a collaboration with On and Maersk on a pilot project aiming to bridge the gap between the physical and digital supply chain environments by augmenting its autonomous inventory tracking system with RFID capabilities.

The pilot explores the potential of RFID technology and drones to enhance inventory visibility in one of On's warehouses.

Verity's AI driven, vision-based system delivers inventory insights in more than 100 warehouses globally, in collaboration with various warehousing operators. One limitation, however, has been tracking inventory beyond line of sight. By integrating RFID, Verity says it is able to extend its vision inside and beyond boxes, enabling precise tracking and identification of individual items, such as products and packages, at every stage of the warehouse lifecycle.

Its drones autonomously navigate warehouse aisles, scanning RFID tags with over 99.9% accuracy at rates of up to 1,000 tags/items per second, it is claimed.

SUPPLY CHAIN

StrongPoint

StrongPoint has installed the world's first AutoStore Multi-Temperature Solution with a frozen zone. The inaugural site has been installed for Haugaland Storhusholdning, part of the Norwegian food distribution group DLVRY, in a facility based in Sveio, Norway.

The solution allows multiple temperature zones within a single AutoStore cube. It is designed for frozen and chilled environments with a temperature range of -25°C in the frozen section to +6°C in the cooled areas.

The picking of frozen products occurs at the ports in the chilled area to eliminate picking of items within extreme frozen temperatures, thus creating a better working environment for operators.

INCLUSIVE TECHNOLOGY

Currys

Currys has become the first tech retailer to partner with WelcoMe, with the aim of improving the shopping experience for customers with disabilities.

Via a purpose built web app, this works by allowing shoppers with a disability to register an in-person store visit, online.

Through filling out a quick form indicating any specific disability related needs or information, and an estimated date/time of arrival, stores are then notified of the upcoming visit giving them the opportunity to prepare for and accommodate any specific requirements etc. The tool also gives retail partners access to pointers and best practice techniques to help accommodate anybody, specific to certain disabilities.

Evri

UK parcel delivery company, Evri, has announced a partnership with accessiBe to improve website accessibility using AI.

accessiBe was founded in 2018 and works with brands such as British Airways, BMW and Nintendo. Evri is the first major UK parcel delivery company leveraging its tech to enable disabled consumers to use its website, including tracking, delivery preferences, and booking a courier collection.

The website widget uses AI technology to let consumers choose from several profiles that automatically implement recommended adjustments. These include a seizure safe profile to pause all animation; a vision impaired profile to enhance visuals, adjust contrast and modify colour; and an ADHD friendly profile to enhance focus and reduce distractions.

In addition to the pre-set profile, the interface offers dozens of custom adjustments such as keyboard navigation, text magnification, font size and contrast adjustments, sound muting, and image hiding.



Evri.

Retail Tech Innovations Report

AI

Marks & Spencer

M&S customers can now use its new Wine Finder tool powered by AI technology to help them select the right bottle of vino for their palate.

Available online for more than 500 stores and on Point of Sale marketing in 20 Foodhalls, this asks a few quick questions about personal preferences before offering tailored recommendations of wines ranged in the chosen store.

The tool is supported by the M&S Food digital catalogue, which provides customers with live stock information across its more than 1,000 stores. Available through its app, millions of customers are using the digital catalogue to better plan their shop as M&S aims to become more of a shopping list retailer.

Customers can see what's in stock at their local store and add items to a digital shopping list. The Wine Finder can access the catalogue to make personalised recommendations which

are stocked in the relevant store for customers.

The technology is powered by Preferabli and this is the first time it's being integrated by a grocery retailer in the UK.

Morrisons

Morrisons' partnership with Focal Systems has led to a significant improvement in customer availability and sales and is the first AI deployment of its kind at scale within the UK.

By improving customer availability by over 2% across the entire 500 store estate using tiny on-shelf cameras combined with the Focal OS, Morrisons has increased customer availability and directly reduced operational tasks whilst improving both customer and colleague satisfaction, sales performance and reducing waste and shrink.

Attensi

Attensi, a specialist in game-based simulation training, has unveiled Attensi RealTalk, pitched as the first roleplay training solution to incorporate Agentic AI1 and AI free-form dialogue with



M&S.

realistic, virtual humans.

Trond Aas, CEO at Attensi, says: "AI is an ally rather than a threat to employees. Our human skills and EQ, particularly soft skills and interpersonal skills, are more important than ever. We know that people want more help with difficult conversations and Attensi RealTalk is the perfect partner."

"One of the most important use cases for AI is to upskill employees at scale in these areas. Employers need to embrace the power of AI and adopt the right AI tools to help their employees grow and excel, close skills gaps, and adapt to change. Attensi RealTalk is a gamechanger in workplace training."



Laura Mercier and Obsess.

IMMERSIVE EXPERIENCES



Laura Mercier

Laura Mercier has launched a luxury beauty shopping app for Apple Vision Pro, created in partnership with Obsess which was recently acquired by Infinite Reality.

This allows Apple Vision Pro users to shop and explore products by category, and also features shoppable videos and interactive, ultra-high-definition 3D unboxing experiences. Inside the

app, shoppers can explore Laura Mercier products while immersed in their choice of settings - a sophisticated New York boutique or a chic Parisian atelier.

The Content Hub inside the experience showcases high fidelity shoppable videos optimised for Apple Vision Pro. Visitors can watch expert tutorials featuring Laura Mercier's latest products, including the Caviar Stick Eye

Retail Tech Innovations Report

Primark and Pinterest.



Shadow Shimmer, Tightline Eyeliner, and Extravagant Mascara, and purchase products directly within the app.

Walmart

Walmart Unlimited, a new, gamified mini-series, made its debut in February, brought to you by Walmart, Unity and Spatial in collaboration with animators and producers Martian Blueberry and game development studio PIGIAMA KASAMA.

The first episode introduces characters inspired by Walmart's real-life suppliers, including A Dozen Cousins founder Ibraheem Basir.

It's the US retail giant's latest attempt to tap immersive commerce - a form of online shopping that combines VR with 3D visualisations and gamification - to connect with the next generation of consumers.

"Gaming is one of the biggest forms of entertainment on earth, reaching more than three billion people spanning diverse backgrounds and interests," says Justin Breton, Director of Brand Experience and Partnerships at Walmart.

"Building on our reputation as pioneers in immersive commerce, our collaboration with Unity broadens our ability to engage with new customers by adding value to the gaming industry for both gamers and developers. The Spatial platform is the most accessible place to blend the future of immersive commerce with thrilling game play and seamless purchase points."



SOCIAL COMMERCE

Lidl

Lidl is claiming to be the first supermarket to sell through TikTok Shop. From 9am on Thursday, 20th February, 3,000 product bundles, said to be worth £30 each, went on sale at the reduced price of £5 while stocks lasted, with all proceeds going to the NSPCC.

"Our high protein range is a firm fan favourite, with more than 150 high protein products sold in our stores every minute, and our customers across the country taking to social media to share their hauls each week," says Lidl GB Marketing Director Joanna Gomer.

"With the number of TikTok shoppers growing rapidly, we're proud to be the first supermarket meeting our customers directly on the platform with our unique offering, creating these exclusive bundles to showcase our new exciting products."

i love it

i love it - a startup launched by Ella d'Amato, the former interim CEO of online marketplace notonthehighstreet - rewards everyday people for their recommendations, with influencer level commissions.

The pitch: "Corporate giants profit from people's passion everyday, but we get nothing back. I love it changes that, offering a marketplace curated around what you love, powered by people you trust and admire, where everyone wins."

Primark and Pinterest

Primark is for the first time ever officially launching a Pinterest inspired new Spring home collection.

Live in Primark stores and available to purchase via Pinterest using Click & Collect, this is inspired by the social media platform's search data and features products from Spring floral crockery, to soft pink frill bedding. The three hottest trends that have informed the collections are - Cosy Cottage, Minamaluxe and Dainty Décor.

To style the new collection before they buy it, people can head to Pinterest and use Collages - an interactive tool to pull together their vision, using cutouts of products from the Primark range. It's then possible to bag the collection in a new way, as the Collages link directly to Click & Collect, which is now available in over 130 Primark stores across Great Britain. Shoppers can also purchase the range in stores throughout March.

RTS PRESENTS



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COMPANY PROFILE



vista

technology
support

Offering end-to-end technology
services to better your business

Vista Technology Support is the UK's market leader in IT technology deployment and support services across the retail, hospitality, healthcare, and entertainment sectors. With over 25 years of specialist expertise, Vista delivers high quality, secure, and cost-effective technology support to large organisations in various industries, including retail, hospitality, pharmacy, cinema, and entertainment.

In Ireland, our subsidiary business Store Computer Technology (SCT) provide the same extensive range of retail and hospitality IT managed services to organisations throughout Ireland and Northern Ireland using our own employed engineering teams covering every region.

Starting off as a cash register repair business in 1995, Vista has transformed into a powerhouse of retail IT managed services, trusted by 120 businesses to deliver their technology transformation projects and ongoing IT support services.

Today, we offer a comprehensive suite of services, including Service Desk, Application, Infrastructure and

Security management, Maintenance & Break-fix, New Store openings, Structured Cabling & IT Project Services, Hardware and Software Procurement, and Corporate Service Desk, ensuring that businesses run smoothly and efficiently.

Our Project Services division takes pride in managing a wide range of activities for our customers, from new store openings and refits to estate wide technology deployments. We install and support all technology within the four walls of a physical store or restaurant, including infrastructure cabling.

Vista and SCT are responsible for the complete new store technology installation of some of the UK&I most well known retail and hospitality brands, such projects



include Secure storage of all technology assets, Staging, Structured cabling and technology installation.

Vista has earned an excellent reputation in its market, with customers praising our service quality and company culture. Our continuous service improvement initiatives, driven by data analytics, have not only enhanced service quality but also improved cost efficiency and effectiveness. With a commitment to excellence and innovation, Vista Technology Support remains the go-to choice for businesses looking to thrive in the digital age.



Vista has transformed our ability to react to our business. Our IT team are now able to explore our results to any level of detail, finding what has driven incidents and mitigating them efficiently, whether they were expected or not. We've found it liberating to be freed from the daily traditional tasks to concentrate our resources on moving the business forward."

Keith Baxter, CIO, Fraser Hart

What's in store for RTS attendees that visit the Vista Technology Support stand (G55) at Retail Technology Show?

In addition to demonstrating our range of IT managed services we are proud to exhibit some of the best of breed retail technologies, these include the latest PoS systems from HP and Toshiba, self-service kiosk technology from Box Technology, and PoS print solutions from Star.

We will be launching Vista Cyber Stax, the complete security current state assessment, and demonstrating Tally the in-store autonomous inventory robot from Simbe. We're also proud to showcase Trison, the industry leading, technical digital agency specialising in intelligent customer experiences for some of the biggest names in retail globally.

Services designed specifically to address retail technology challenges

At Vista Technology Support, we believe that the key to delivering exceptional service lies in truly understanding our customers' needs. Unlike other service providers who often develop new services and then try to sell them to their customers, we take a different approach. Our focus is on listening to the pain points of our customers, conducting thorough market research, and finding the solutions that genuinely address their challenges.



Whether it's enhancing cybersecurity measures, implementing advanced retail robotics, or managing large scale IT projects, Vista's solutions are designed to meet the precise needs of its clients.

By fostering strong relationships and maintaining regular communication, we ensure that we are always in tune with the evolving demands of their businesses.

Once we have identified the pain points, we conduct comprehensive market research to explore the latest trends, technologies, and best practices. This research allows us to stay informed about the most effective solutions available, ensures that we are always at the forefront of innovation, and helps us develop tailored solutions that directly address our customers' specific challenges.

Whether it's enhancing cybersecurity measures, implementing advanced retail robotics, or managing large scale IT projects, our solutions are designed to meet the precise needs of our clients.

Our approach is not about selling; it's about building partnerships and delivering value that drives success.

The growing importance of cybersecurity measures

Vista is actively addressing the common pain point of cybersecurity for its customers.

As technology continues to advance, the retail and hospitality sectors are becoming prime targets for cyber attacks. Phishing, ransomware, advanced persistent threats, and supply chain attacks are on the rise, and cybercriminals are constantly innovating, and finding new ways to exploit vulnerabilities in retail PoS systems, IoT devices, endpoints, and cloud and server environments.

Neglecting proper data protection can have severe consequences, impacting your reputation, credibility, and the future of your business.



Did you know?

- Cybercrime is set to cost businesses £8.3 trillion across the globe in 2025
- 753,341 UK businesses encountered cyberattack attempts in 2024
- 84% of cyber breaches or attacks are due to phishing

Vista's comprehensive cybersecurity service is designed to help companies stay ahead of these threats. Offering tailored solutions that safeguard your digital assets, ensuring your business remains secure and resilient.



The rise of cyber threats has made cybersecurity a top priority for organisations. By integrating advanced cybersecurity solutions into our portfolio, we can help our customers protect their sensitive data and IT systems from potential breaches.

This proactive approach to security ensures that our customers can operate with confidence, knowing that their business is safeguarded against evolving threats."

James Pepper, CEO

Vista will help you pin-point vulnerabilities within your digital security environment and offer actionable feedback on how to reduce risk and strengthen your digital security defences with a Current State Assessment.

A Current State Assessment is designed to help you identify these vulnerabilities and determine the difference between your 'current' and 'ideal' state of digital security.

Once your current cybersecurity state has been determined, the Vista team will then help you build your custom cybersecurity services package based on your organisation's needs and recommended steps to improve your overall digital security setup, both on site and online.

In-store autonomous inventory

One of the pain points Vista is often faced with from customers, is the struggle of manual inventory management and operations. We're addressing it with the introduction of in-store autonomous inventory robots into our suite of services.

As our customers expand their operations, managing inventory across multiple locations becomes increasingly complex. Autonomous inventory offers scalability, ensuring consistent inventory management practices across all stores.

Retail robotics are becoming increasingly popular in retail stores due to their ability to address several critical pain points. One of the primary needs they fulfil is the enhancement of efficiency and accuracy in inventory management.

Traditional methods, which often involve manual counting and tracking, are not only time-consuming but also prone to human error. These errors can lead to stock discrepancies, resulting in either overstocking or stockouts, both of which negatively impact the store's operations and customer satisfaction.

Another significant pain point that autonomous inventory solves is the high cost associated with labour. Retailers typically need to allocate substantial resources to employ staff for inventory management tasks. Autonomous systems, on the other hand, can operate continuously without the need for breaks, holidays, or overtime pay, leading to considerable cost savings over time.

Customer satisfaction is another area where autonomous inventory makes a substantial impact. Ensuring that products are always available and correctly placed on shelves are crucial for a positive shopping experience. Stockouts and misplaced items can lead to customer frustration and lost sales.

These devices provide real-time data and insights into stock levels, sales trends, and customer preferences, offering invaluable data for making informed decisions about restocking, promotions, and store layout adjustments. The ability to access accurate and up-to-date information allows retailers to respond quickly to changing market demands and customer needs.

Struggling with these pain points? Stay ahead of the curve and solve your inventory and operational problems with our latest solution.

Visit Vista Technology Support at Stand G55 (next to the Champagne Bar) to find out more about our suite of technology services, see our solutions in real life and discover how our services and recommended products are making the lives of retail and hospitality stakeholders easier.

Visit our website for more information on Vista Technology, and further details about the products and services featured on our stand.





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OVER

225

thousand, technical
incidents resolved
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Maintenance & Break Fix

Our Services

IT Project Services

IT Service Desk



Swift resolution of hardware issues



Over **130 in-house** field engineers
based across the UK and Ireland



Average length of service for field
engineers is **10 years**



Complete **ownership** and
accountability for services



Seamless implementation of
Technology Transformation Projects



Continuous improvement culture (CSI)
leveraging technology to improve
efficiency and effectiveness



Support for over **5,000** disparate
technology devices



33 highly skilled on-site repair
engineers completing over **7,000**
repairs per month



24/7 IT service desk support



Over **224,000+** technical incidents
resolved in 12 months



Average customer tenure of **8 years**

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THE NEW LOYALTY LANDSCAPE

The immediate future of retail loyalty promises a profound transformation

From generative AI models that can spin up entire marketing campaigns in seconds, to agentic AI systems capable of autonomously orchestrating hyper-personalised customer interactions, the next wave of loyalty and engagement is all about forging deeper, more emotional connections.

It's about building communities of fans, not just racking up customers who dutifully scan a code at checkout. The question is: how do generative AI and machine learning create these connections, and how do they shift the conversation away from one off purchases to the long game of lifetime customer value?

To understand this shift, it helps to revisit how loyalty programmes have evolved up to this point. For years, the standard approach was a points-

based system: Spend X amount, earn Y points, redeem those points for a modest discount or freebie. Did it work? To a degree.

People love rewards, and many are happy to trade a sliver of personal data if it means getting a birthday coupon or early access to sales. But these programmes, while functional, rarely inspired genuine emotional bonds.

They risked devolving into a race to the bottom, where retailers kept offering deeper and deeper discounts in lieu of

building meaningful relationships.

Then came the proliferation of advanced analytics, Big Data, and the early days of AI driven personalisation. Marketers recognised that if they could segment customers more precisely, they could serve more relevant offers. Instead of blasting out a one size fits all coupon, they might tailor different discounts for different demographics.

Rather than guessing which products might resonate with the entire list, they used machine learning to highlight what



The next few years will be a test of each retailer's ability to adapt, innovate, and remain authentic.

Loyalty

each segment was likely to buy next. This was the first significant step beyond the transactional approach - it aimed to speak directly to the customer's preferences. In practice, though, many programmes still felt somewhat impersonal.

An email calling you by your first name and referencing your past purchase history was neat, but it didn't often transcend that borderline creepy feeling of "they know what I just bought." It was progress, but not a revolution.

Now, on the threshold of 2025, the technology has advanced in ways that make 2018's personalisation efforts look quaint. Consider generative AI - the same breed of technology that can draft entire product descriptions, compose highly personalised emails, and even produce on-brand marketing videos in real-time. Retailers can harness these models to create dynamic marketing materials for each customer, shaped by that individual's unique tastes, browsing habits, and past brand interactions.

Even more transformative is the emergence of agentic AI - sometimes called autonomous or agent-based AI - where systems not only generate content but can also make split-second, strategic decisions. These agents can respond to real-time triggers, adjusting loyalty rewards, marketing messages, or even inventory management the moment they detect changes in customer behaviour.

For instance, if a VIP customer starts engaging heavily with social media posts about a new eco-friendly product line, the AI agent might instantly tweak that individual's loyalty interface to highlight environmental rewards (like a small donation to a conservation cause each time they buy).

Or if the system detects a pattern of cart abandonment for a popular item, it might decide to offer free expedited shipping to nudge completion - and spin up a short generative piece about how that product fits into the customer's



For years, the standard approach was a points-based system. Did it work? To a degree.

personal style. All of this can happen autonomously, with minimal human intervention, thanks to exponential leaps in processing power, real-time analytics platforms, and neural network efficiencies, at a scale unimaginable just a few years ago.

When every interaction feels thoughtfully orchestrated, it fosters an ongoing relationship that moves the customer from casual buyer to fan. Fans recommend brands to their friends, defend them on social media, and eagerly await new releases. Building that kind of allegiance is the holy grail for retailers, as it translates into consistent revenue, positive word of mouth, and a brand community that practically markets itself.

With advanced AI, loyalty stops being a side programme and becomes the core of how a brand interacts with its audience.

It's no longer about quick hits or "spend £100, get £5 off next time" - it's about weaving customers into a narrative they genuinely want to be part of.

Crucially, this transformation is happening faster than ever due to the convergence of multiple tech advancements - cloud computing, edge computing, Internet of Things (IoT) devices, 5G networks, and more. For example, a loyalty app can instantly pull data from an in-store smart shelf, combine it with the user's online browsing history, and generate a real-time offer the moment they walk past a specific display.

All of these "micro-innovations" coalesce into an environment where timeliness and personalisation become table stakes rather than exceptional perks. AI is no longer reliant on batch



When every interaction feels thoughtfully orchestrated, it fosters an ongoing relationship that moves the customer from casual buyer to fan.

Loyalty

processing that takes days or weeks; it's fuelled by streams of immediate data, enabling a brand to tailor interactions moment by moment.

Without clean, comprehensive data, generative and agentic AI might end up producing superficial or downright inaccurate results - risking the dreaded "personalisation miss" that makes the brand look inept. However, it's not enough just to have the data; how you use it matters immensely. There's a fine line between delivering a delightful, customised experience and making people feel spied upon.

A loyalty programme that's too overtly reliant on personal data can drive away the very fans you're hoping to nurture. Here's where transparency and choice become indispensable. By giving customers clear explanations of how their data is being used - and tangible control over what they share - brands can build trust.

When done correctly, though, data driven AI systems can create loyalty programmes that feel almost like membership in an exclusive club. The emotional payoff is huge when the brand seems to anticipate your interests, delivering meaningful content or offers before you even realise you want them.

And it's not simply about offering the right products: generative AI can now craft entire storytelling arcs, generate bespoke digital assets, or even design mini-interactive experiences that resonate with each segment of the brand community.

Looking at 2025, it's also worth noting how machine learning will enhance the social and communal aspects of loyalty.

Historically, loyalty programmes were a solitary endeavour: you earn points, you redeem points, end of story. But if the goal is to build a community of fans, AI can help nudge individuals into group settings - online forums, local meetups, brand led events - where they can connect over shared passions.

Thanks to leaps in natural language processing and recommendation algorithms, machine learning might identify clusters of customers with similar interests or complementary skills and suggest they collaborate or discuss new products. Imagine a brand run forum, supplemented by an AI chatbot that curates topics in real-time based on trending discussions, and highlights relevant products, tutorials, or brand ambassadors who can chime in.

Suddenly, you've built a mini social network within your loyalty programme. People aren't just passively waiting to accumulate points; they're actively engaging with fellow enthusiasts, forging relationships that go well beyond a transactional basis.

As these AI driven communities take shape, we'll see a broader ripple effect on lifetime customer value. One of the biggest factors in LCV is churn reduction. A well built community, supported by relevant AI driven content and interactions, acts like social glue, making it emotionally difficult for members to leave.

You're not just abandoning a discount programme; you're leaving behind friendships, shared experiences, and a sense of belonging. This is the same reason clubs, fanbases, and even social media platforms can hold onto users for

years: the cost of losing that sense of community is often too great. By 2025, the best loyalty programmes will leverage AI to sustain that sense of connection, ensuring that every new member quickly finds their people, their niche, or their unique path to brand engagement.

We can't ignore the broader societal shifts that will shape how AI is perceived by 2025. With the rapid advancement of generative models that can now produce hyper-realistic avatars, voices, and entire campaigns in minutes, people are becoming acutely aware of the potential pitfalls - misinformation, data leaks, privacy violations.

That means brands looking to elevate their loyalty programmes with AI have an added responsibility to clearly articulate the guardrails they have in place. Customers will expect robust data protection, ethical AI usage, and genuine accountability. If these expectations aren't met, the brand risks a PR nightmare that could damage more than just a loyalty initiative.

Despite these challenges, the opportunities are too significant to ignore. The sheer velocity at which AI is evolving - driven by open source collaborations, cloud-based model training, and continuous algorithmic breakthroughs - means that small to mid-sized retailers now have access to tools previously reserved for tech giants. Retailers who master generative and agentic AI stand to create loyalty ecosystems that are not just incrementally better than today's programmes, but fundamentally different.

Picture a scenario where a brand has an AI agent constantly scanning social media for signals of brand mentions - positive or negative - and stepping in to either thank a loyal customer or troubleshoot a complaint.

This same agent might feed a generative model that crafts a personalised micro-campaign for a disgruntled shopper, rebuilding goodwill by sending them a heartfelt apology plus a free pass to an upcoming brand



With advanced AI, loyalty stops being a side programme and becomes the core of how a brand interacts with its audience.

event. The moment that shopper experiences this swift, empathetic response, they realise they're more than a statistic in a database; they're part of a brand that listens and responds.

Yet, in the midst of all these advancements, it's vital not to lose sight of the human touch. Even as AI systems become more sophisticated, technology alone can't replicate genuine human empathy or creativity, though it can drastically speed up routine tasks and give human teams more time to be truly innovative. The best loyalty programmes of 2025 will still have a place for store associates, community managers, or online moderators who can add warmth and authenticity to digital interactions.

Perhaps you walk into a physical storefront, and an AI driven kiosk greets you by name, but a friendly, well trained associate is there to answer complex questions. Or you hop on a community forum curated by an AI agent, yet find the best conversation spark comes from a brand ambassador who shares a heartfelt anecdote about their own experience. The magic lies in blending AI's efficiency and analytical power with the intangible qualities that make us connect on a personal level.

When we look at the bigger picture,

it's clear that loyalty programmes in 2025 won't be mere point collecting mechanisms; they'll be dynamic ecosystems designed to foster fandom and community. Whether it's generative AI crafting immersive brand stories, agentic systems autonomously fine-tuning rewards and offers, or machine learning models predicting what each member will value next, the core objective remains the same: make customers feel recognised, respected, and genuinely excited to be part of your brand's journey.

That's the real key to driving lifetime customer value. When people feel a sense of membership, they don't just buy products; they champion the brand, share its ethos, and help it grow organically from the inside out.

Of course, the next few years will be a test of each retailer's ability to adapt, innovate, and remain authentic. Technological leaps are happening so rapidly that any retailer clinging to slow, outdated systems risks becoming obsolete. Some will stumble by overusing AI in ways that creep people out or by underusing it so that the experience feels half-baked.

Others will strike a perfect balance, gaining a reputation for using



It's vital not to lose sight of the human touch.

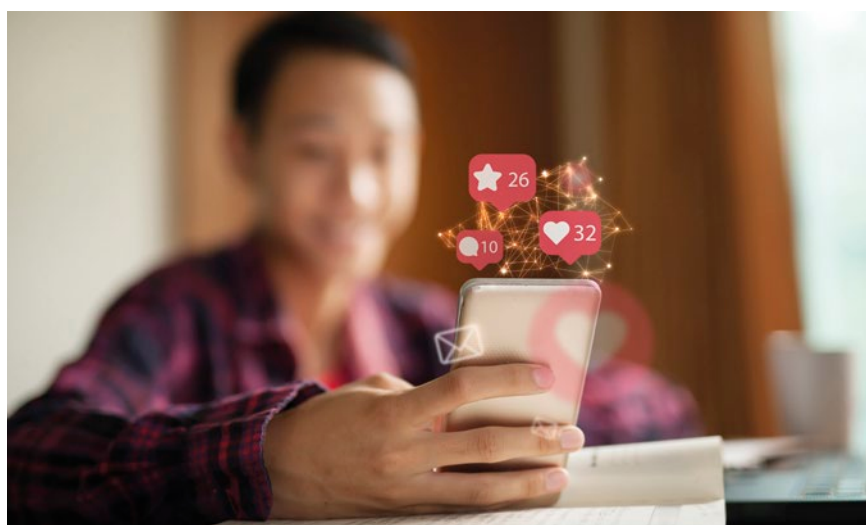
technology in service of genuine human connection. Those are the ones who will reap the highest lifetime value, seeing not just consistent sales, but a passionate core of fans who do half the marketing for them - tweeting, Instagramming, and TikTok-ing their love all over the internet. That's the real prize in the new loyalty landscape.

Ultimately, what generative AI, agentic AI, and machine learning bring to the table is a chance to align technology with timeless human desires: to feel special, to belong, and to be part of a compelling story. In the immediate future of retail - this not so distant 2025 - these tools will help brands transcend the transactional and become something more akin to cultural forces.

Whether you're a small boutique or a global powerhouse, the opportunity to create vibrant, AI driven loyalty programmes that build legitimate communities of fans is there for the taking. The only question left is whether you have the vision, the data infrastructure, and the rapidly advancing tech capabilities - underpinned by ethical guardrails - to pull it off.

Because if you do, you won't just be running a loyalty programme; you'll be orchestrating a living, breathing ecosystem where customers evolve into brand believers - and that's where lifetime customer value truly finds its home.

About the author: Mike Cadden is an experienced Retail IT Director and CIO with 25 years' experience running technology teams and strategic delivery for many leading UK and international retailers.



Building a passionate core of fans who do half the marketing for you - tweeting, Instagramming, and TikTok-ing their love all over the internet.



HEADS TO RETAIL TECHNOLOGY SHOW 2025

The white label gamification solution for retail software providers.



↑ Turnover in retail industries is 70% higher when compared to other industries (McKinsey)

Retail software providers are constantly seeking ways to enhance software value, unlock new opportunities and gain a competitive advantage in a rapidly evolving industry. At the same time, acquiring new clients and building stronger client retention remains a top priority: after all, a software solution is only as valuable as its adoption and long-term engagement.

One of the biggest challenges retailers' faces is low employee engagement and high turnover rates, which directly impact customer satisfaction, sales performance and operational efficiency. This presents a unique opportunity for software providers to differentiate their software by embedding gamification into their solutions, helping retailers boost employee performance while driving

higher engagement with the software itself.

Why gamification is a must-have: a win-win situation

Retail software delivers valuable insights and reporting, but it often fails to actively drive employee engagement and productivity. Gamification changes that by introducing challenges, real-time feedback, and rewards, transforming routine tasks into interactive and motivating experiences.

Integrating gamification into retail software is a win-win situation for both software providers and their clients. It enhances the platform value, opens new revenue streams, strengthens client retention, provides a competitive edge and delivers actionable insights.

For software providers' clients, the benefits are just as significant.

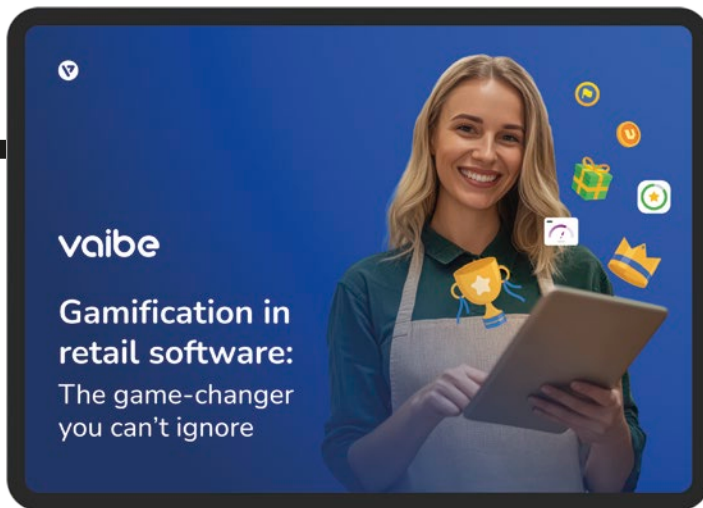
Gamification leads to increased employee engagement, higher productivity, and improved customer satisfaction, all while delivering measurable ROI.

vaibe is a white label Gamification-as-a-Service solution designed to integrate effortlessly with top-tier retail software platforms, enabling software providers to enhance their offerings with advanced gamification features. vaibe's platform consists in three core applications:

1. **The Manager Desktop** is a centralised platform that empowers managers to create and configure challenges aligned with key business objectives, set up and manage rewards to incentivise and recognise employee performance, and monitor real-time performance metrics and engagement trends.
2. **The mobile app** for employees delivers a gamified employee experience, driving friendly

“

Employees say gamification makes them feel more productive (89%)” Talent LMS



Scan to download the guide

competition by allowing employees to compare performance with their peers. It provides real-time challenges, leaderboards, and rewards to keep employees motivated while encouraging engagement and productivity by transforming daily tasks into rewarding experiences.

3. The **public display** serves as a real-time leaderboard that highlights top performers to recognise and celebrate achievements. It fosters a culture of performance and friendly competition while boosting motivation by making success visible across teams and colleagues.

How vaibe works

With a white label approach, software providers can integrate vaibe's gamification as a built-in feature, optional add-on or even a microservices API based, creating a competitive advantage without the need for extensive development costs or long implementation cycles.

"Retail software provides valuable data, but we saw that engagement was lacking, and we identified this as a major challenge. By integrating gamification, software providers can transform their platforms into engagement driven,

performance focused solutions that not only retrieve data but also make it accessible for all in an engaging way" says **Tiago Sottomayor, Chief Technology Officer, vaibe**.

Gamified task and goal management

Managers create individual or team challenges based on KPIs, ensuring employees have clear objectives to achieve during their working hours. As tasks are completed, vaibe automatically collects performance data and rewards employees with points and coins, which can be redeemed for prizes and badges in the digital store. From sales targets to compliance and operational efficiency, gamification ensures tasks are completed with enthusiasm and accountability.

Real-time leaderboards and peer recognition

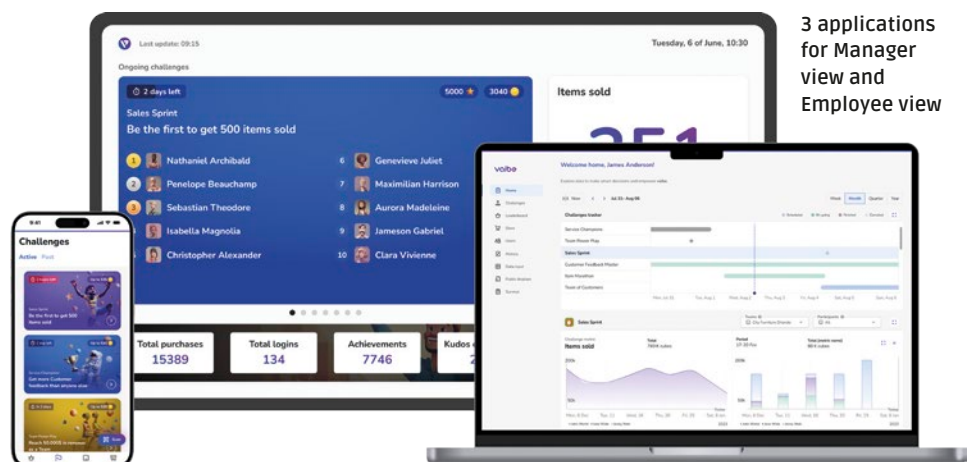
vaibe features real-time leaderboards, encouraging friendly competition by allowing employees to track their progress in real time. As they complete challenges and achieve goals, they see how they rank among their peers, driving engagement and continuous improvement. Employees can also send peer recognition, celebrating each other's accomplishments and fostering a positive, high performance workplace culture where achievements are visible and valued.

Customisable reward system

Retailers can tailor their rewards programme to match their business needs, offering exclusive perks or performance



3 applications for Manager view and Employee view



bonuses, such as gift cards, store discounts, extra time off, or other incentives. These rewards keep employees motivated and engaged, driving long-term performance improvements.

Measure ROI

vaibe provides real-time performance analytics, allowing software providers and retailers to track the impact of gamification on key business metrics. This data driven approach helps optimise workforce strategies, improve operational efficiency, and maximise return on investment (ROI).

Easy integration and white label option

vaibe also allows you to quickly customise the interface to align perfectly with your brand and objectives. Our API-based Gamification-as-a-Service integrates seamlessly with existing software systems, enhancing your platform with minimal disruption.

Case study: up to 20% performance improvement with vaibe

A leading software provider integrated vaibe's gamification features into their platform, enabling their clients to drive higher employee engagement and productivity. Within a few months of implementation and challenges running, one of their clients reported up to a 20% increase in performance.

The success of vaibe's integration not only enhanced client operational performance but also provided the software provider with a competitive advantage, increased client retention, and new revenue opportunities through gamification as an add-on feature.

Looking ahead

Looking ahead, we are unlocking the great potential of gamifying consumer experiences. By integrating game like elements such as challenges, rewards and leaderboards, we help businesses enhance engagement,



boost loyalty and build stronger connections with their customers.

For example, brands can implement reward-based systems where customers earn incentives for purchases, such as discounts when buying specific items or receiving extra products as a bonus and increase the loyalty and engagement from customers to their brand of choice.

Through gamification, businesses can create more dynamic and interactive customer experiences, turning passive consumers into active participants while fostering long-term loyalty. And vaibe is here to make it happen!

"The potential of B2B2C gamification is massive. By integrating gamification into their solutions, software providers can help businesses engage not only their employees but also their end consumers. This creates a seamless ecosystem where engagement, motivation, and performance drive success across the entire value chain" explains **Nick Retzmann, Chief Growth and Product Officer, vaibe.**

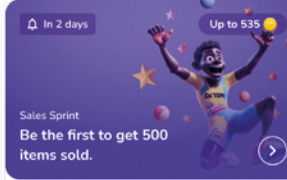
Engaging with vaibe at Retail Technology Show

Join vaibe at Retail Technology Show at booth H97 and discover how gamification is transforming the retail industry. Experience firsthand how our white label Gamification-as-a-Service solution integrates with retail software to boost employee engagement, productivity and overall performance.

Don't want to wait? Scan the QR code or visit www.vaibe.com to request your personalised demo today!



Examples of challenges in the retail industry.

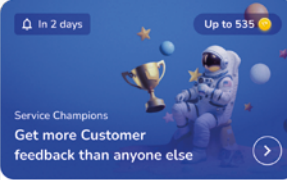


Sales Sprint
Be the first to get 500 items sold.

Goal: Encourage employees to boost overall sales volume or the number of items sold

Game: The employee who sells the most in terms of total sales value or number of items within a set timeframe wins

KPIs: Total sales value, number of items sold, or percentage increase in sales during the game period

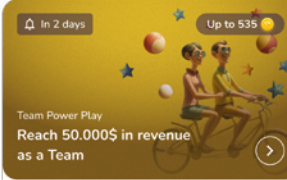


Service Champions
Get more Customer feedback than anyone else

Goal: Reward employees for delivering outstanding customer service, such as achieving high satisfaction scores

Game: The employee with the most positive customer feedback wins

KPIs: Customer satisfaction scores, number of positive feedback



Team Power Play
Reach 50.000\$ in revenue as a Team

Goal: Foster teamwork by motivating employees to collaborate and achieve storewide objectives

Game: Teams that meet or exceed the goal win

KPIs: Total team revenue

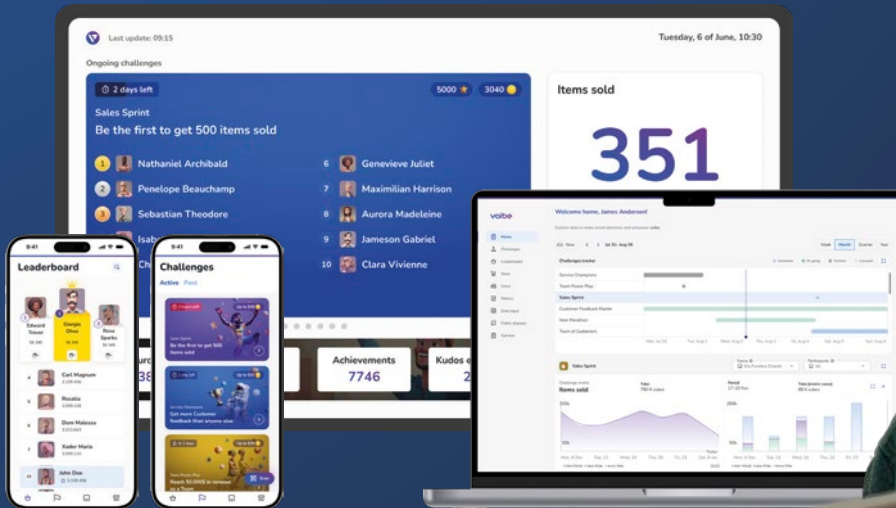
vaibe

Let's connect



Take your software to the next level with gamification

Integrate our white-label gamification software: a win-win, bringing value both to your software and your clients.



- 🔌 Easy to integrate
- 🧠 White-label option
- 📱 3 applications



Benefits for your software:

- Differentiate your platform
- Unlock new opportunities
- Gain a competitive edge
- Strengthen client retention
- Enhance user engagement

Benefits for your clients:

- Boost employee engagement
- Improve productivity
- Reduce turnover
- Enhance customer satisfaction
- Achieve measurable ROI



Visit us at the Retail Technology Show
Stand H97, April 2-3



Simplify your retail operations

Seamlessly deploy, monitor, and upgrade in-store applications & infrastructure with ease.



The future of IN-STORE TECHNOLOGY

How NearbyOne revolutionises application lifecycle management across a massively distributed and scaled network.

The challenge: a retail giant's struggle to ensure application availability and lifecycle management of the PoS.

Imagine managing the technology ecosystem for thousands of retail locations worldwide.

Every store relies on PoS systems that require regular firmware updates, application patches, and security compliance checks. However, ensuring seamless updates across a heterogeneous environment - where stores operate with five different device types from three vendors - introduces immense complexity.

This was the reality for a global retailer overseeing 5,000+ stores. Each update was a logistical nightmare - slow, costly, and prone to errors. The process required liaising with multiple vendors, dealing with incompatible patches and drivers, and ensuring compliance with uniform security policies despite the varied infrastructure.

More critically, system downtime was a persistent issue. A delayed or failed update could result in PoS systems going offline, directly impacting sales, customer service, and operational efficiency. Store downtime meant stock visibility issues, pricing mismatches, and poor customer experience.

The IT and service assurance teams were overwhelmed, constantly fighting to mitigate disruptions while struggling to keep pace with the fast moving retail environment. There had to be a better way.

The hidden threat to growth: how complex tech infrastructure is holding your business back

For businesses operating across multiple locations, IT infrastructure management is a silent killer. Here's why:

- Endless Updates, Patches & Deployments
- Site-by-site updates create inconsistencies and downtime, leading to revenue losses.
- Manual Processes Drain Time & Resources
- On-site IT visits are expensive, inefficient, and error prone.
- Security at Risk

A single missed patch can leave your entire network vulnerable to cyber threats.

- Lost Sales & Frustrated Customers

Slow updates and system failures mean misplaced stock, pricing errors, and a poor shopping experience.

The cost of outdated IT operations isn't just technical - it's financial and reputational. Your business can't afford to stay stuck in the past.

The solution: a game-changer in IT orchestration and automation

Introducing NearbyOne - a next-generation Management & Orchestration (M&O) Suite that transforms the way businesses manage their IT infrastructure across multiple locations. Designed for efficiency, security, and scalability, NearbyOne eliminates the manual burden of updates, ensuring seamless, automated, and error-free deployments.

With NearbyOne, the retailer was able to:

- Deploy updates to 5,000 stores in under 48 hours
- Reduce IT downtime by 50%
- Achieve 30% cost savings in IT operations
- Ensure 100% security compliance with automated workflows

No more manual interventions. No more security lapses. Just smooth, real-time IT management at scale.



A unified platform to tackle today's challenges while future-proofing your store for tomorrow

With NearbyOne, businesses unlock a fully automated, centralised IT orchestration solution that ensures seamless updates, maximum security, and cost-effective scalability. Here's how:

Total Control from a Single Pane-of-Glass

Monitor, manage, and deploy patches, firmware, and applications across all locations from one centralised dashboard.

Automated Updates for Error-Free Deployments

Say goodbye to manual IT work. NearbyOne eliminates human error, reducing downtime and operational costs.

Scalability Without Limits

Deploy updates across thousands of locations effortlessly, ensuring consistent, reliable rollouts.

Seamless Hybrid Environment Management

Run operations across different hardware setups - legacy and modern systems working together seamlessly.

Enhanced Security & Compliance

Automated certificate validation and security enforcement ensure compliance with industry standards, keeping your network protected.

Edge Intelligence for Real-Time Decision Making

With localised data processing, NearbyOne reduces latency and enhances store performance.

Proven results in retail: transforming IT operations at scale

For the global retailer managing over 5,000 stores, the shift to NearbyOne resulted in immediate and measurable improvements:

48-Hour Mass Deployment

Previously, rolling out software updates across thousands of locations took weeks. With NearbyOne, 5,000 stores were updated in under two days - a 5x improvement.

50% Downtime Reduction

Automated patching and real-time monitoring eliminated disruptions, ensuring stores remained fully operational.

30% Cost Savings in IT Operations

By reducing on-site interventions and manual troubleshooting, IT teams saved both time and money.

100% Compliance with Security Standards

Automated certificate management and security enforcement ensured regulatory compliance across all locations.

The result? A smarter, faster, and more resilient IT infrastructure, enabling the retailer to scale operations without IT complexity holding them back.

The future of in-store technology is here

It's time to stop managing the complexities of your technology stack the old way.

Whether you operate in retail, manufacturing, or other sector, NearbyOne gives you the power to automate, optimise, and scale your IT infrastructure without the headache of manual processes.

Cut costs. Boost efficiency. Secure your future.

Are you ready to take control of your IT operations?

Let's talk. Visit nearbycomputing.com for a free consultation. Email us at info@nearbycomputing.com.

+34 936 55 00 50. Follow us on [@nearbycomputing](https://nearbycomputing.com)

And visit us at **Retail Technology Show 2025** on stand R57.



Retail's next step **DELIVERING EXCELLENCE WITH AI**

AI has changed the game. Retail Express offers next generation tools that help retailers buy smarter, keep suppliers happy, and create a customer experience like no other.

Standing out in today's fast paced retail environment requires more than just meeting customer demands. It requires agility, precision, and the ability to outpace the competition, even when dealing with the constant balancing act of pricing, inventory, promotions, and managing supplier relationships. Retail Express' retail management solutions have AI at their heart, and offer a truly modern way for retailers to gain an advantage in a fast-advancing market.

Our modular platform brings algorithmic retailing to life, helping you take advantage of centralised planning, analytics and insights which enable smarter, faster and more profitable decisions. Optimise every part of a go-to-market strategy through AI tools which aid with dynamic pricing, supplier collaboration, and managing promotional activity. Overcome the barriers holding your business back: retail's big questions remain, but the answer is now at hand.



Meet Retail Express
at Retail Technology
Show, 2nd-3rd April
at ExCeL London, on
stand C28.





↑ Retail Express' retail management solutions have AI at their heart, and offer a truly modern way for retailers to gain an advantage in a fast-advancing market.

Selling smarter by using AI

Take the complexities of driving revenue growth, not just a task of balancing regular and promotional sales but one of truly understanding customers' needs and desires. AI offers retailers insights and foresight supported by the truth: real-time analytics can draw from a retailer's data, from their competitors' activities, and from the market at large to eliminate guesswork and paint a precise picture of pricing, timing, product selection and sales channels.

Retail Express can help you act fast. Revenue-driving dynamic pricing tools help capture sales at peak demand or strategically adjust to increase sales volumes. Suppliers are equally happy: with AI, retailers can bolster joint business planning, offering vendors insights into trade funding, the effectiveness of promotions they're involved in, and opportunities for negotiation. AI tools essentially unlock brand new revenue streams, boost existing revenue opportunities, and reduce the risk of unnecessary discounting.

Maximising margins with advanced insights

Remaining competitive on the knife edge of modern operating margins is incredibly difficult. Algorithmic retailing using AI offers opportunities to improve margins through efficiency, automation, and smarter decision-making, all while ensuring business wide strategic consistency. It's a path to joined up thinking which offers a leg up to every area of a retail business.

Safely automating price adjustments enables a dynamic response to fluctuations in cost, demand, or tricky moves from competitors; demand forecasting not only helps build a promotional calendar with impact, but it also allows retailers to do so without the fear of over- or under-stocking. AI retailing tools work with real-time sales data and external factors like seasonality and market trends to help keep everything optimal, improving

supply chain efficiency and vastly reducing waste.

Making the right moves to improve customer experience

Customers are the lifeblood of any business, and modern shoppers have high expectations. Whether they know it or not, customers look for personalised, seamless and efficient shopping experiences - and AI can help retailers understand their customers perfectly to deliver exactly the right experience. AI can help curate advanced assortments, and offer the foresight to prepare for rising demand and meet customer expectations head on.

In fact, Retail Express can help you discover everything from the broad to ultra-granular. Insights into customer purchase history help with personalised promotions that deliver against promotion targets. Targeted incentives increase conversion rates, removing the need for mass discounting, while demand forecasting tools remove key customer frustrations like out-of-stock items - improving trust and keeping customers coming back. and reducing the potential of missed sales.

Taking the next step

The future of retail is powered by AI. And not just the future: the data, analytics and insights of advanced artificial intelligence are already helping many of the world's largest retailers to drive greater revenue, protect their margins, and enhance the experience for their customers. Those that have embraced AI have gained a significant competitive advantage. Don't get left behind - Retail Express is ready to help you integrate your business with the next generation of retailing tools.

Learn more about the ways AI driven tools from Retail Express can help your business. Retail Technology Show, 2nd-3rd April at ExCeL London, Stand C28.

About Retail Express

Retail Express is a leading provider of merchandising solutions and services for retail, wholesale and consumer packaged goods (CPG) manufacturers. It uses its deep industry understanding and expertise to provide business solutions that meet the evolving needs of merchandising and category management departments delivering improved productivity and enhanced financial results.

Through its AI powered end-to-end Intelligent Merchandising™ solution, Retail Express addresses the complex problems of advertising, marketing, promotions and pricing in retail, providing one version of the truth across the organisation and departments. Retail Express operates out of Leeds, UK, across Europe, North America and Australia. www.retailexpress.com.



LULULEMON GOES LARGE IN LONDON

lululemon is one of those brands that, once you try it, you're hooked.

THEIR leggings fit like a dream, their loungewear is effortlessly chic, and their accessories blend practicality with style. So, when I (in my role as RTIH's Secret Shopper) heard they were opening a brand new flagship store on London's Regent Street, the company's largest store in EMEA, I knew I had to be there on opening day.

And dear readers, let me tell you - this was hands down one of my best shopping experiences in a long time. Before even reaching Regent Street, the retailer had already made an impression. A pop-up lululemon coffee stand had been set up at Piccadilly Circus, serving free coffees and hot drinks to lucky passersby.

There were four options on the menu:

- The Green One - Matcha powder, milk, and agave
- The Frothy One - Collagen, espresso, milk, and coconut dusting
- The Pink One - Pink pitaya (dragon fruit) powder, milk, and agave
- The Regular One - Espresso and milk of your choice

I opted for The Frothy One, which was delicious, rich, creamy, and just the caffeine hit I needed before a serious shopping session. It was a well executed marketing move, subtly reinforcing lululemon's lifestyle and wellness brand identity, packed with functional ingredients designed to fuel and

nourish. Giving a nice little boost before diving into the excitement of the store.

Alongside the free drinks, staff were directing customers to scan QR codes and take a ticket for a special mystery prize redeemable in-store. Prizes ranged from water bottles to discounts.

And if that wasn't enough, lululemon had taken over the billboards at Piccadilly Circus, making sure that every passerby knew exactly where they should be heading.

I arrived soon after opening, and while the store was very busy, it wasn't quite packed. There was a definite buzz in the air, with shoppers eagerly exploring the new space, but it was still easy to move around and browse comfortably.

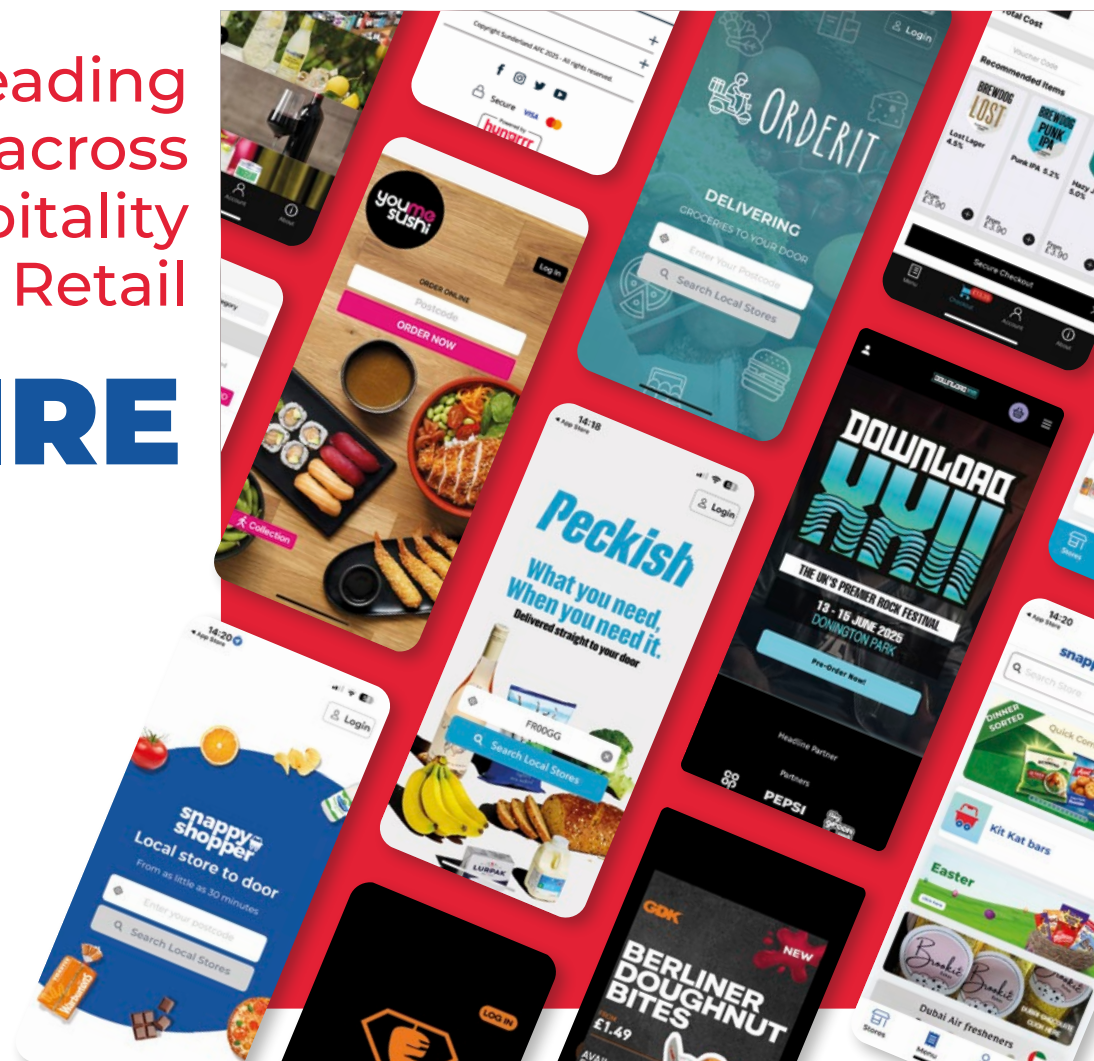
snappy  **shopper**

EMPOWER YOUR BRAND

with Snappy Shopper's
White-Label Quick
Commerce Solution

Trusted by leading
brands across
Hospitality
and Retail

ENQUIRE NOW



Secret Shopper

There was security on the door, but I managed to get in without queuing. The presence of security at the entrance suggested that they were anticipating queues later in the day, likely managing capacity as the crowds increased.

Inside, the atmosphere was electric - shoppers clutching their mystery prizes, upbeat music, and a real sense of excitement as people explored the store. There was a DJ playing some very hip music that I hadn't heard of before, and if I'm being completely honest, the volume was a little too loud for my Millennial ears. However, the teenage girls in the store were absolutely loving it, dancing along as they shopped, so clearly, lululemon knows its audience.

I headed straight for the prize queue and was thrilled to win a lululemon water bottle, which retails for £38. The fact that the retailer was giving away proper stock rather than cheap promotional items impressed me immediately.

The store itself is a stunning space, with a sleek, modern, and ultra-luxe design. The décor was understated yet luxurious, combining lululemon's signature sleek aesthetic with earthy, modern tones. It felt spacious, well organised, and incredibly inviting, which is no small feat for a flagship store in one of London's busiest retail areas.

The ground floor is dedicated to women's wear, while the first floor houses men's wear, changing rooms, and interactive shopping spaces.

A masterclass in customer service

IMHO lululemon sets the standard for retail service, and this store was no exception. Every staff member I encountered was friendly, knowledgeable, and genuinely passionate about the brand.

One employee went out of her way to walk me through the tailoring service. lululemon offers free hemming on leggings and trousers, a brilliant feature for those of us who don't have

model length legs. Another let me know that I could get my new water bottle engraved for free, which was a lovely personal touch.

Another staff member, who had transferred from the Oxford Street location, told me how thrilled he was to be working at this "iconic opening." That enthusiasm was palpable throughout the store.

The changing room experience

lululemon's changing rooms are particularly impressive, offering a premium experience rather than just being a functional space to try on clothes. The curved mirrors add a sleek and modern touch, and the lighting is flattering but not too harsh, which is always a bonus when making an investment purchase. The rooms are spacious, designed to allow shoppers to really get a feel for their items before committing.

One of the standout features is the charging stations inside each changing room, which is something I haven't seen in many retail stores. It's a thoughtful detail that adds an extra layer of luxury to the experience.

Staff in the changing room area were attentive but never intrusive. All of

them were wearing headsets, making it easy for them to communicate and provide seamless service. If a customer needed a different size, they could simply knock on the door, and a staff member would fetch it without them needing to step out.

If I had one minor critique, it was that there was nowhere to properly hang the items I was trying on, so I ended up hanging them on the side of the charging station. A few hooks or a dedicated rack inside the changing room would have made the process a little easier. Other than that, the experience was faultless - a well designed, premium feeling space.

Final verdict: 5+ stars

It nabs this star rating due to: a stunning store design; exceptional customer service; thoughtful opening day perks; a fantastic stock selection; a real sense of excitement and community.

Beyond just being a store, Regent Street is an experience. The brand understands its customers, knows how to make an impression, and has created a space that is genuinely exciting to shop in. It's easy for brands to rely on hype, but lululemon actually delivers.



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