

#1 Commerce Innovative Pioneer (US/UK/FR): SAM'S CLUB, TESCO and CARREFOUR pushing for faster in-store checkout


US wholesale retailer SAM'S CLUB is rolling out its mobile app „Scan & Go“ across the US. In-store shoppers can scan their items as they shop, control the running total along the way and pay directly within the app for checkout (instead of using the self-checkout lane). The e-receipt needs to be shown to a store assistant on the way out.

As many other retailers, UK supermarket chain TESCO is also extending its „Scan as you Shop“ feature but uses dedicated scanners provided by the shop and customers need to pass through the checkout lane.

On the other hand, French retailer CARREFOUR is testing the app „JeFile“ which allows to join a digital queue. Shoppers are alerted when it's their turn to move to the cash desk for checkout without waiting time.

Commerce Trend: Digital Enabled Customer Journey

Waiting time at checkout is one of the biggest friction points within the in-store customer journey. In order to improve speed of service and give more control to the consumer, new self-service features within mobile apps help to streamline the shopping experience. In addition, it allows to digitalise further steps before and after checkout such as shopping list creation (which then allows in-store navigation followed by self-scan) or digital receipts.

 **Info-Zoom:** [Sam's Club Scan & Go \(samsclub\)](#) / [Sam's Club's revamped Scan & Go app helps shoppers bypass checkout lanes \(MCD\)](#) / [Tesco expands its „Scan as you Shop“ service \(retailgazette\)](#) / [Carrefour Tests Digital Queue System In Paris With JeFile \(esmmagazine\)](#) / see also factsheet I1H October 2016 – Danske Bank / Coop

 **Video-Link:** [Sam's Club Scan and Go \(YouTube\)](#)

