



USA: 7-Eleven launches mobile checkout at NYC locations

The 7-Eleven app can now be used for its mobile checkout in 33 stores in New York City.



7-Eleven clients in New York City will be able to skip the checkout line and pay for their purchases through the 7-Eleven app, the company announced this week. This is the first convenience store chain to roll out a "full frictionless payment experience," the company stated in a press release.

"More people are on the go and looking for faster, easier ways to shop than ever before. 7-Eleven continues to redefine convenience with frictionless experiences like Mobile Checkout," said Gurmeet Singh, executive vice president and chief digital, information and marketing officer at 7-Eleven.

"Now with the Mobile Checkout feature, customers can control their entire 7-Eleven shopping experience. Not only that, but customers can earn and redeem points on a variety of products when using Mobile Checkout," Singh added.

The mobile checkout function on the app will work with any barcoded item in a participating 7-Eleven, the company said. However, some items - such as alcohol, tobacco and lottery tickets - will still

require to be paid at the cashier counter.

After users make their payment through the app, they will receive a QR code that can be scanned at the “confirmation station” to let the cashier know the a purchase has been validated through the mobile checkout function.