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USA: 7-Eleven pilots cashierless store concept

This latest project follows on the heels of 7-Eleven's Mobile Checkout feature, allowing customers to skip the line and pay using their smart phone in stores at pilot locations.



7-Eleven, Inc. is testing a cashierless store at its corporate headquarters, in Irving, Texas. During the pilot, the 700-square-foot non-traditional store is available to 7-Eleven employees.

“Retail technology is evolving at a rapid pace and customer expectations are driving the evolution,” said 7-Eleven President and CEO Joe DePinto. “Our team is dedicated to continuing 7-Eleven’s legacy of innovation with industry-leading digital solutions. Most recently that has included our award winning 7-Rewards loyalty platform, 7Now on-demand delivery, mobile checkout, and now our new cashierless store.”

The concept store offers an assortment of the most popular products sold in 7-Eleven stores, including beverages, snacks, food, groceries, over-the-counter drugs and non-food items.

“Ultimately, our goal is to exceed consumers’ expectations for faster, easier transactions and a

seamless shopping experience,” said Mani Suri, 7-Eleven senior vice president and chief information officer. “Introducing new store technology to 7-Eleven employees first has proven to be a very productive way to test and learn before launching to a wider audience. They are honest and candid with their feedback, which enables us to learn and quickly make adjustments to improve the experience. This in-house, custom built technology by 7-Eleven engineers is designed for our current and future customers. We continue to innovate, and coupling fresh, innovative, healthy food options with a frictionless shopping experience could be a game-changer.”

To test the store, employees download an app, sign up, check in at the store, enter the store, shop and exit. A detailed receipt appears in the app automatically after the customer exits.