



Co-op first to offer “frictionless shopping experience” in UK

UK retailer Co-op is trial-testing the country’s first no-check out technology at the Co-op’s store located at the retailer’s support centre in Manchester.

Known as a “frictionless shopping experience”, the latest technology allows customers to scan and pay for products on their own mobile phone as they walk around the store without the need to pass through the checkout counter.

With a mobile app built with Mastercard’s secure digital payments expertise, this feature gives time-pressed customers a more convenient way to shop and pay.

Conventional payment methods such as self-service counters and manned checkouts will still be available.

“It is all about consumer choices and convenience. We recognise there are many communities where customers pop in to their local Co-op and enjoy a friendly chat – it is all part of the service. Whereas for others, perhaps with a train to catch or on a school run, every second can count as consumers seek increased convenience,” said Matthew Speight, Director of Retail Support at the Co-op.

The shop-scan-go initiative is expected to include a further trial at the Co-op’s store located in the UK HQ of Microsoft in Reading this summer.