

# Mobile Checkout

Efficiently move checkout to the moment of intent for exceptional customer experiences



## Put Checkout in the Palm of Your Hand

Don't risk brand loyalty with gaps between digital and in-store experiences, especially when it comes to completing transactions. Outdated technology that limits the places where customers can checkout stifles service quality, diminishes the in-store experience, and negatively impacts customer satisfaction.

Mobile Checkout opens the door to shift the point of sale beyond fixed registers and store lanes to deliver high-quality service wherever customers want to pay—in the aisle, at the curb, self-service kiosks, or anywhere. Plus, this ticket to frictionless checkout minimizes basket abandonment by moving transaction completion to the “moment of action” across diverse omnichannel experiences.

## Checkout You Need, Exceptional Experiences Customers Demand

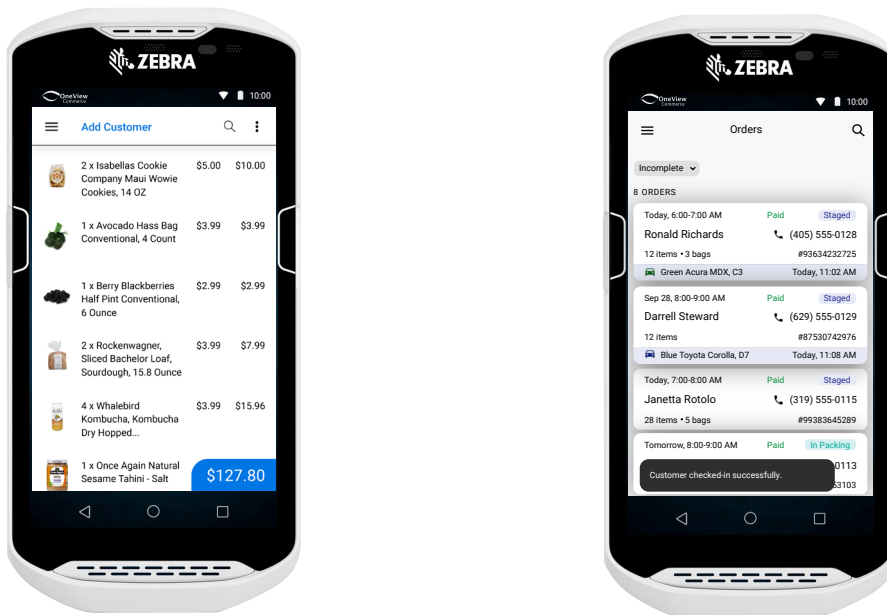
Leveraging OneView's Unified Commerce Transaction Engine you can unlock legacy constraints and enable engaging checkout experiences beyond traditional lanes, through mobile line busting, scan and go, and/or at the curb by putting enterprise-grade, hardware-agnostic point of sale capabilities right in the palm of your associates' hands:

- Quickly find, add and manage products
- See product details, customer preferences and loyalty insights
- Continuous basket calculations for every product, promotion or adjustment
- Rapidly create and manage promotions and discounts
- Comprehensive physical and digital tenders (including SNAP/EBT, gift cards)
- Payment processing integration (Ayden, Aurus)
- Split tenders, digital wallets and available loyalty integration
- Easily void items, transactions, or payments
- Efficiently manage return processes
- Digital and physical receipt management

## Checkout Flexibility Delivers Measurable Return

OneView's Mobile Checkout is powered by our feature-rich transaction engine to offer the full range of adjustment options, such as coupons and discounts, add items, reject items, payment methods, etc.

- High-traffic retailers like Kroger use Mobile Checkout to power pay-at-curb, ensuring that payment of online orders picked up at the curb is efficient, fast and accurate.
- Australia Post uses Mobile Checkout for in-store line busting to better manage peak traffic by allowing associates to efficiently serve more customers and process sales faster.
- Associates who are untethered from registers can easily use Mobile Checkout for guided selling, which quickly provides information to aid product selection, drives add-on sales, and supports greater engagement.
- Scan and go allows customers to build their basket and checkout as they browse the store. This experience is especially beneficial in maximizing staff utilization by reducing overhead without sacrificing the quality of service.



### Deliver Brand Engagement that Resonates — Fast

*OneView Retail Accelerators, our portfolio of fast-start, ready-to-use commerce experiences, enable rapid execution of physical and digital interactions, powered by our Unified Commerce Transaction Engine. Leverage these retailer-proven experiences out-of-the-box or use them as a template, as you take headless control and efficiently deliver unique brand experiences that answer your specific customer demands and strategic objectives.*

## Associate-Shopper Engagement that Delivers ROI

- Mobile Checkout with the flexibility to leverage handheld devices or tablets mean they are easier and far less expensive to set up and staff than traditional checkout lanes. Powered by a single unified commerce engine, one codebase powers every checkout experience and eliminates costly silos.
- Integration with unified inventory ensures associates have immediate access to accurate counts, to find in-stock items, recommend alternatives, look up prices, and offer “ship to” services for out-of-stock items.
- With a consistent view of real-time data on inventory and access to a customer’s purchase history, associates can intelligently cross-sell and upsell aligned with customer interest and needs.
- Powerful promotion management—from promotion setup to execution—ensures you can incentivize customers based on the contents of their basket, basket value, or any other promotional trigger across every omnichannel touchpoint including mobile checkout.
- Quickly offer mobile checkout without complex backend integration. Consumption of OneView’s unified commerce transaction log means every transaction, regardless of the channel, is immediately available for reconciliation to keep all systems in sync and eliminate data “dark spots” that negatively impact experiences.

### Retail Experience Development — Accelerated

*OneView Retail Accelerators is a portfolio of fast-start, ready-to-use commerce experiences that enable rapid execution of digital-to-store engagement*

- In-Store, Mobile + Omnichannel Checkout
- Pick + Pack
- Pickup + Delivery
- Unified Inventory
- Distributed Order Management

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*OneView transforms retail technology with retailer-proven solutions built on a Unified Commerce Transaction Engine that empowers shopper engagement from “click-to-brick.” Increase your speed of innovation with our cloud-native, API-first architecture and headless experience UI powering next-generation SaaS store solutions. Modernize your tech stack and maintain complete control of transactions and data to protect brand loyalty. Get in touch today to learn about our free trial and fast-start programs.*