

## Checkout queue report

### Points of sale

#### Monext: reinventing the checkout queue

**New solutions for an optimal customer experience:  
nomadic, mobile, seamless and quick payments and self-care  
tools to cut down on waiting times.**



**Many studies show that waiting at the checkout is the number one problem for retailers.**

The [Laurea](#) study shows that 76% of French citizens polled give up on their purchase if the waiting time at the checkout is too long.

Also, eight out of ten French people do not even enter the store if the queue is too long.

Moreover, “Last Place Aversion in Queues”, a study by the [Harvard Business School](#), demonstrates that people are four times more likely to leave a queue if they are last in line.

**Payments, a key contribution to speeding up the checkout process**



An internal study conducted by Monext shows that **a one-second reduction of the purchasing funnel represents €0.09 extra in the average basket and a 0.02% additional conversion rate.** The challenge is therefore to contribute to making payments as swift as possible and to ensure that they are a seamless component of the customer pathway.

The checkout is the step which causes the highest level of dissatisfaction in the customer pathway. Retailers must therefore reinvent the “toll barrier” in stores and convert them into new customer experience opportunities.

Here's how:

### **Self-care, against all odds**

The now conventional yet effective click-and-collect, web-to-store and automatic checkouts are becoming a thing of the past as a few initiatives are starting to revolutionise the retail sector.

**The self-care trend** is more current now than ever before.

- **Scan & Go:** integrated in the brand's application, it gives consumers the freedom to select their pathway and be totally independent. With its partner Mishipay, MONEXT offers a turnkey Scan&Go solution.
- **Virtual vendors or chatbots:** at busy times when sales assistants are overstretched, the chatbot is able to cover the entire customer pathway. It enables customers to find out about products, compare them and purchase them directly in the conversation (vendor chatbot). A seamless conversation experience ... with no waiting times! The solution by Webotit incorporates MONEXT's on-line payment solution.

### **Increasing, moving and rethinking checkouts**

Nomadic checkouts are perfect to break up checkout queues.

- **Tap-on-Phone:** nomadic payments are perfect to break up checkout queues and receive customers' payments immediately. This solution increases the number of checkout points by going to customers rather than creating bottlenecks at a single checkout point. At the end of the year, MONEXT will release its “Tap-on-Phone” solution, enabling merchants to do without a payment terminal and to receive contactless card payments directly on an Android sales tablet.
- **The checkout queue goes virtual with Minut'Pass** to get rid of queues by making them digital. Customers are given control over their time, no longer have to wait and are not worried about losing their place in the queue. In this more serene environment, their purchasing potential increases. Thanks to the virtual queue, customers can make an appointment on-line and are no longer restricted to calling during opening hours. Sales assistants are also freed from the task of answering endless phone calls. Any appointment payments can also be made on-line and reimbursement in the event of cancellation is even integrated!



Le paiement avec un temps d'avance

- **Merchant payment wallet:** with a single application offering loyalty card, payment in instalments, bonuses and promotions, it combines four actions in one. This in turn cuts checkout times by three.

Whether in-store, on-line or on mobiles, **MONEXT** views **payments as an accelerator** and a facilitator **of merchants' checkouts**.

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**About MONEXT**

MONEXT is a major player in the payment market in France and Europe.

We support more than 150 financial institutions and 7000 merchants with innovative services covering the entire electronic payment chain in line with changing regulatory requirements. We develop solutions with increasing levels of security to anticipate all new uses. This is our contribution to our clients' development: omnichannel payment, financial flow optimisation, loans, card processing, combatting fraud, etc., anywhere and on all devices.

For further information: [www.monext.fr](http://www.monext.fr)



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