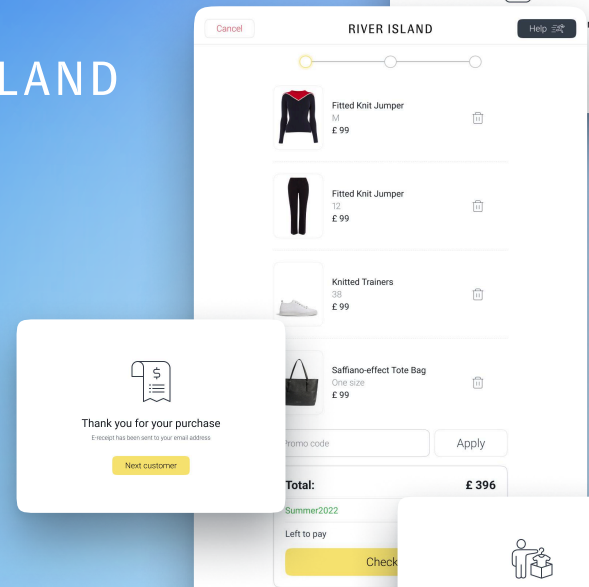


MERCAUX

RIVER ISLAND

Reducing Friction in the Customer Journey with RFID Self-Checkout



A Quick, Efficient and Fun way to Checkout

This was the vision for the team at River Island when they launched the project with Mercaux. They knew that achieving these three things will ultimately results in a positive impact towards business critical KPIs for the store.

Deciding to launch in one of the busiest store in their estate, Bluewater Shopping Centre, they would be able to quickly see the impact RFID self checkout would have on their business and if they would meet the clear objectives that had set themselves to measure success:

50%
of all transactions

to pass through RFID self-checkout

Redirect Staff

from fixed POS desks to shop floor

Omnichannel view

of product, promo, basket & customer

Composable first

quick & easy integration and deployment

“

The business benefits that we wanted to accomplish were to **reduce the friction in the transactional journey**, such as avoid the queue and ultimately reduce the wait time, but also reduce the amount of staff time needed to occupy the POS desks.

Instead, we wanted to redirect that resource to assist customers and ultimately **improve the customer experience**.

”

— David Edwards | Head of Architecture | River Island —

“It's always very satisfying to see (the customers') reactions. I think it's been really great to have these introduced to our store. It allows a lot more of our staff to get out on the shop floor and have more of an intimate experience with the customer. When we finally get to them to the sale, it's a lot quicker and more efficient. It has opened up a lot more opportunity for me to expand my skills in the business and what new opportunities we can get from the checkout.”

River Island Bluewater Store Staff

See it in action



The pain of checking out in-store is often the primary cause of complaint and basket abandonment for customers. This evolution in checkout **eliminates the need for customers to wait in line** at the traditional cash register. Items appear instantly on the Self-Service Kiosk when dropped into the “RFID Bucket”. Customers then follow a few simple steps to complete the transaction and generate a digital receipt.

River Island's vision to provide a fun and speedy way to checkout was achieved with the composability of Mercaux's technology, meaning that it was **deployed & integrated with ease and speed**, with fellow MACH Alliance ISV members, Commercetools & Talon.One, payment provider Stripe, and SI, Cabiri.

By offering an alternative to Legacy monolithic POS, River Island has also **eliminated maintenance costs**, and have **broken away from lengthy and expensive on-prem release cycles**, towards quicker and more agile upgrades via the cloud.

70%

of all transactions now pass through self-checkout

2 months

from project kick off to the kiosks going live in-store

Single

view of product, price, promo & customer across channels

Paul Cooper, Director of Technology Operations at River Island shares his experience of working with Mercaux and why it's a "Game-Changing" development for the brand.

Watch video



To arrange a demo, email us at info@mercaux.com or contact our CEO, Olga Kotsur, at olga@mercaux.com

[Visit mercaux.com](https://mercaux.com)