



# CHECKOUT TRENDSETTERS

Meet 20 retailers  
who saw  
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in payment  
technology. **P. 20**

Darshan Gad,  
senior vice  
president,  
retail sales,  
marketing and  
innovation  
Delek US

Meet 20 retailers who saw opportunity in disruption and embraced innovation in payment technology



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BY CSP STAFF  
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TERRI GLANGER

Retailers of all types scrambled to make their checkout process as contactless as possible in early 2021 due to the COVID-19 pandemic, but the true innovators were either already working on a new payment experience or unveiled something altogether different.

For its fifth annual Power 20 list, CSP has compiled some of the innovators in convenience retail who looked beyond the challenges of today and worked toward a vision of tomorrow at the checkout counter and the pump.



## Self-Checkout Supporter

**Shelby Kemp**  
Project manager marketing

ROYAL FARMS

**BALTIMORE**

The Royal Farms chain is working with NCR to equip its more than 250 stores in six states with self-checkout technology.

“We introduced the first NCR self-checkout solutions in

2019, and while we saw direct benefits in the same year, it really took off in 2021 when many of our customers steered to touch-free interactions,” says Shelby Kemp, project manager marketing for the Baltimore-based company.

Adding self-checkout technology is meant to improve efficiencies for staff and the in-store experience for customers. The retailer’s Royal Farm’s Reward app also allows consumers to pay for items on the go with a credit or debit card linked to an account.

## Payment Innovator

**Sydney Kimball**  
Vice president of fuel sales and marketing Americas

SHELL OIL PRODUCTS U.S.

**HOUSTON**

Motorists can now locate a Shell station and pay for fuel and services in their cars without swiping a card or using a phone through Shell Pay & Save using Uconnect Market, a commerce program from Fiat Chrysler

Automobiles (FCA). The in-dash platform, available in Chrysler, Dodge, Jeep and Ram vehicles, also allows them to earn and redeem Fuel Rewards savings. The system also allows customers to order food and beverages and make restaurant reservations with other FCA partners.

“In an increasingly busy and mobile world, customers are looking at every moment of their day as an opportunity to make the most of their time,” says Sydney Kimball, vice president of fuel sales and marketing Americas



## Grassroots Marketer

**Lorne Brockway**  
Chief information officer

CEFCO CONVENIENCE

STORES

**TEMPLE, TEXAS**

CEFCO Convenience Stores is diving into innovative checkout schemes on multiple fronts.

In 2021, the Temple, Texas-based chain installed self-ordering kiosks from software company Reji and Olea Kiosks in two of its Texas-based CEFCO Kitchen locations. Then, in October, CEFCO went live with web-based pay-

at-the-pump capabilities through its mobile app in partnership with Philadelphia-based Stuzo. The October upgrade allows customers to make digital payments at the pump and receive personalized offers and promotions without downloading an app, if they choose.

“Since COVID-19 hit, we were wondering how to make it easier for customers who didn’t want to touch stuff, asking ‘What else can we do?’” says Lorne Brockway, chief information officer for CEFCO.

Looking to the future, Brockway says CEFCO is considering other self-checkout and frictionless checkout options, but it has to be a “grassroots” effort to get it to catch on.

“If you really want a program to stick, it’s got to be the folks in the store educating customers,” he says.



for Shell Oil Products U.S., Houston. “Shell is constantly looking for ways to improve the retail experience and

pursuing opportunities to expand on digital payment innovation for our customers.”

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