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

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