

# 25<sup>TH</sup> ANNUAL CUSTOMER ENGAGEMENT UNIFIED COMMERCE & POS REPORT



SPONSORED BY: **AURUS** UNIFIED PAYMENTS PLATFORM, **CASTLES** TECHNOLOGY, **verifone**

Retail has always been an interesting, fast paced, and highly competitive industry. To succeed, retailers must clearly define their brand and deliver the customer experience that fulfills that brand promise. Add to that, the current economic and labor challenges and it's no surprise that retailers must try even harder to stand out and do so in a way that doesn't break the bank. This is why trends such as personalization, self-service, and a rapid increase in AI utilization is on the rise. In RCP's annual customer engagement, unified commerce and POS survey, we report on these trends and the technology plans that are shaping the future of retail.

## WHAT PRIORITIES ARE RETAILERS FOCUSED ON AS THEY CONSIDER THEIR CUSTOMER ENGAGEMENT AND UNIFIED COMMERCE STRATEGY?



### TOP BUSINESS PRIORITIES

Retailers are prioritizing a balance between enhancing the customer experience while reducing costs.

- 54%** Expand/Enhance customer experience & capabilities.
- 53%** Reduce operating costs.
- 43%** Grow/Enhance digital commerce.

### TOP CUSTOMER ENGAGEMENT PRIORITIES

Personalization and self-service are on the rise.

- 49%** Personalizing the customer experience.
- 44%** Adding or improving order fulfillment.
- 43%** Adding or enhancing customer self-service.

### TOP POS PRIORITIES

A new POS refresh cycle is on the horizon fueled by the need for improved unified commerce capabilities.

- 61%** POS software upgrade/replacement.
- 51%** Add/Enhance OMS integration.
- 46%** Omni-channel capabilities/integration.

### TOP IN-STORE MOBILE PRIORITIES

The future of in-store technology is more and more mobile, lead by mobile POS, being able to assist and checkout customers anywhere in the store.

- 57%** Mobile POS
- 48%** Mobile in-store offers.
- 47%** Mobile self-checkout.

## OMS & UNIFIED COMMERCE

Unified commerce is often referenced, but seemingly little understood. At its essence, it's a customer forward strategy, starting with a holistic customer experience, enabled by a common real-time platform for all channels, whether a transaction or an order with real-time customer, product, pricing and inventory data available at all points. While 85% of retailers indicate they have implemented unified commerce, it seems there is still a long road ahead to fully realize the potential, when we see that only 10% of retailers are utilizing a common OMS for order orchestration and execution across all channels.

### MAJORITY OF RETAILERS HAVE 3 OR MORE SOLUTIONS INVOLVED IN ORDER FULFILLMENT RULES AND EXECUTION ACROSS CHANNELS.



- 64%** of retailers having upgraded or replaced their OMS in the last 2 years.
- 17%** are planning an OMS replacement in the next few years.
- 10%** of retailers have centralized all OMS order fulfillment rules and execution across channels.

## SELF SERVICE

Self-service is quickly becoming the norm in retail, and increasingly the utilization of customer's phones for self-service. There is a lot of demand for new self-service options, but also a lot of room for improvement, as only 19% of retailers indicate that their current self-service options are working well.

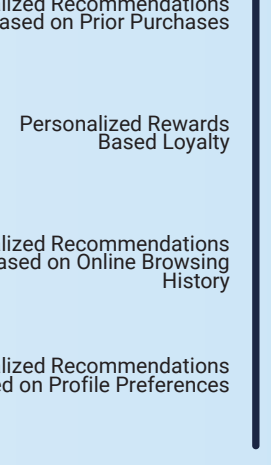
### CURRENTLY IMPLEMENTED SELF-SERVICE CAPABILITIES



### PLANNED SELF-SERVICE CAPABILITIES



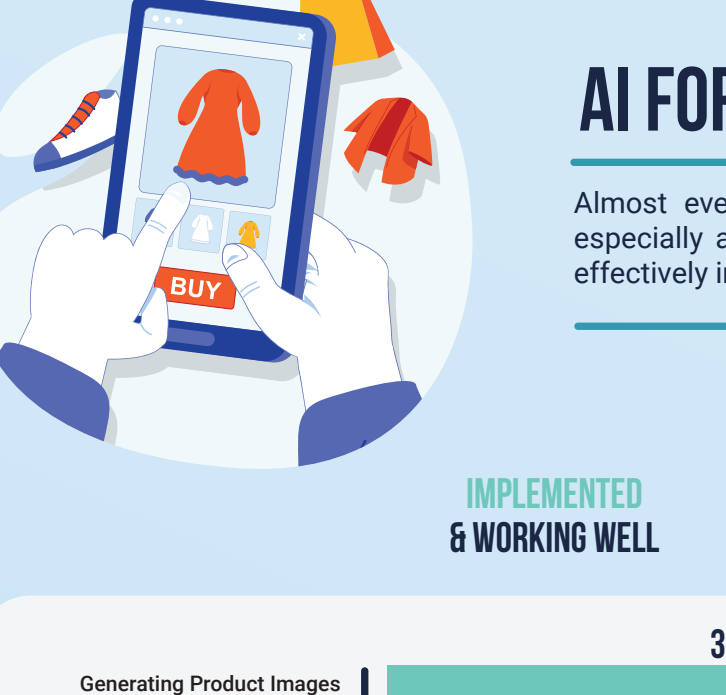
- 94%** of retailers have or are planning to implement a self-checkout solution.
- 90%** of retailers have or are planning to implement ability for customers to scan products using their phone.
- 86%** of retailers have or are planning to implement ability for customers to pay for products they have scanned with their phone.



## PERSONALIZATION

Personalizing the customer experience is retailer's number one customer engagement priority, but of the 66% of retailers that currently have some type of personalization implemented, only 28% feel it is working well.

### CURRENTLY IMPLEMENTED PERSONALIZATION CAPABILITIES



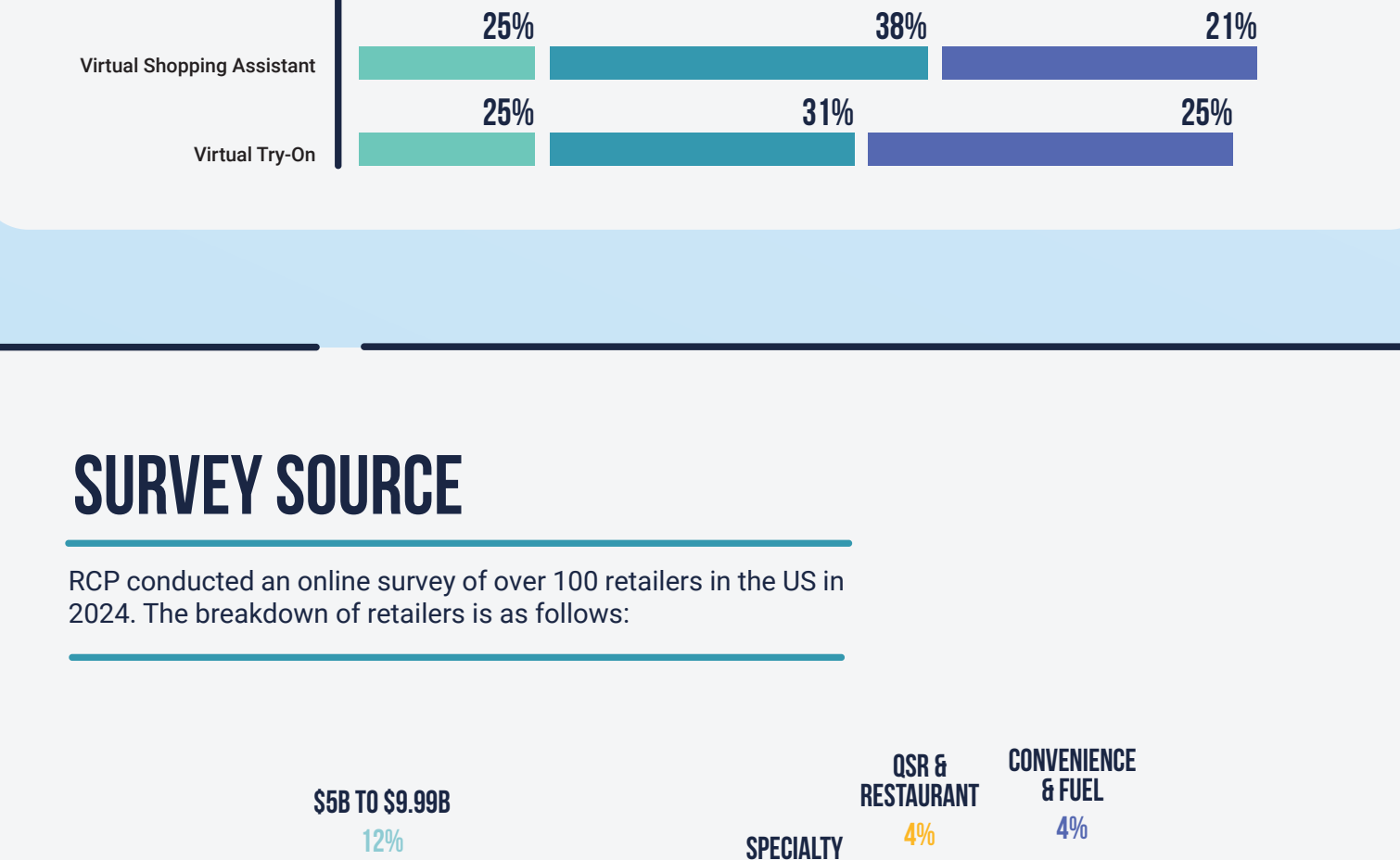
### PLANNED PERSONALIZATION CAPABILITIES



## AI FOR CUSTOMER ENGAGEMENT

Almost every retailer has utilized some type of AI solution, especially as AI has quickly become the next-level strategy to effectively implement personalization.

### IMPLEMENTED & WORKING WELL | IMPLEMENTED BUT NEEDS IMPROVEMENT | IMPLEMENTED WITHIN NEXT 1-3 YEARS

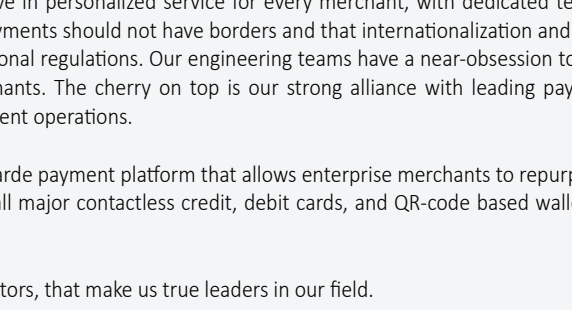


## SURVEY SOURCE

RCP conducted an online survey of over 100 retailers in the US in 2024. The breakdown of retailers is as follows:



## SPONSORED BY



With 6 Billion Annual Payment interactions, Aurus is the trusted home to 17 of the Top-100 retailers. Built for scalability and reliability using world-class datacenters, AurusPay is a Unified Payments Platform with demonstrated operational excellence in multichannel payment acceptance. We believe in personalized service for every merchant, with dedicated teams for support and comprehensive monitoring. We believe that payments should not have borders and that internationalization and localization should be out-of-the-box with organic compliance to regional regulations. Our engineering teams have a near-obsession to innovate bringing real savings in the payment lifecycle to our merchants. The cherry on top is our strong alliance with leading payment entities and card brands for a worry-free steady state of payment operations.

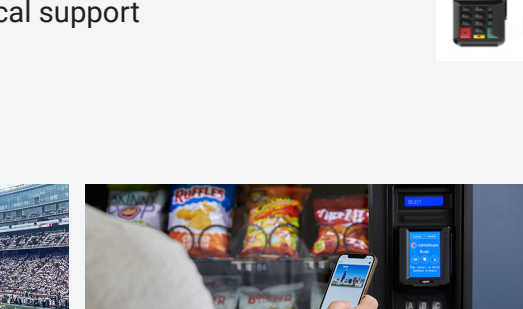
AurusPay® Vayu™ is an avant-garde payment platform that allows enterprise merchants to repurpose existing mobility hardware. With Vayu™, businesses can accept all major contactless credit, debit cards, and QR-code based wallets on commercial phones or tablets worldwide.

Here are some Aurus differentiators, that make us true leaders in our field.

- SG&A cost savings (interchange fees / operating cost)**  
De-leverage operating cost of payment interchange fees in the age of digital in a growth Company  
Elimination of capital investment and project delays in regulatory compliance and certifications of payment solutions  
Tokenization fees included in payment gateway service
- Integrated customer experience (unified commerce)**  
Unified commerce platform across multi-channels- point of sale, web site, digital, mobile, social, marketplace, and distributed order management (DOM)  
Unified commerce platform point-to-point (P2P) & tokenization solution
- Speed to market (technology innova on)**  
Rapid adoption of industry regulatory compliance and payment technology innovations  
Payment processor and payment device plug-and-play vendor management program
- Flexibility of choice**  
+95 payment processors, 35+ POS, 500+ digital storefronts, 25+ countries  
Ingenico, VeriFone, Pax in 300,000+ lanes  
Cryptocurrency and QR code / wallet-based payment acceptance
- Enterprise risk committee visibility**  
Reduce the enterprise risk management inherent and residual index of payment solu on  
Provide customer data privacy and secure payment  
Consolidated omni-channel treasury reconciliation
- Marketing growth programs**  
Secure customer payment experience and data privacy protection enhancing brand loyalty  
Enhance customer data platform (CDP) tender identification and personal device preference master data management (MDM)
- International capabilities**  
Global payment processor certifications  
Global data center operations  
Global fraud management

For more information or assistance, please contact Parag Shirnamé at +1-781-688-1575 or parag (at) aurusicom

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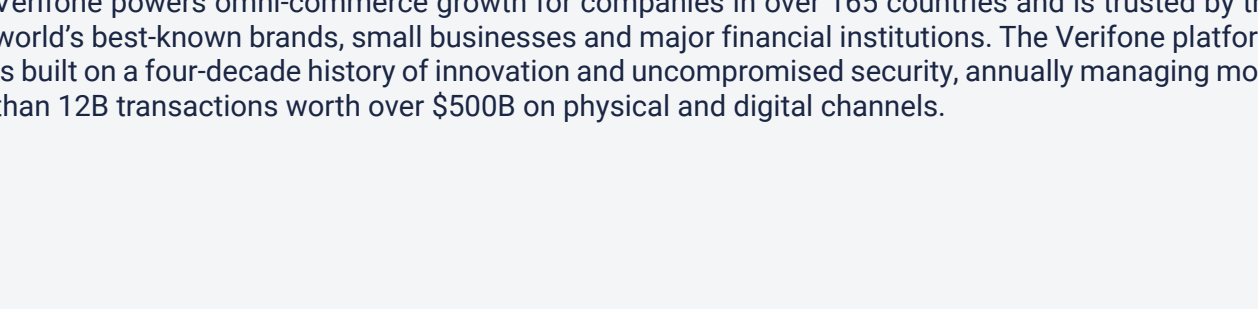
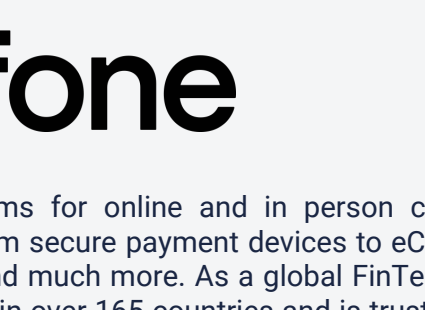


### Devices that Power Your Payments.

Castles Technology presents an innovative range of vertically integrated payment solutions designed to elevate retail experiences through advanced technology, robust security, and unparalleled customer engagement. With over 30 years of industry leadership, we are committed to delivering solutions that ensure seamless integration, exceptional user experience, and rigorous security standards across all retail environments.

#### Why Castles?

- Android-first, mobile centric innovation
- Single platform, single kernel – across all use cases
- The choice of payment visionaries globally
- Flexibility in customization
- A 'yes' approach to partnership
- Global operations, local support



Verifone is the payments architect shaping ecosystems for online and in person commerce experiences, including everything businesses need – from secure payment devices to eCommerce tools, acquiring services, advanced business insights, and much more. As a global FinTech leader, Verifone powers omni-commerce growth for companies in over 165 countries and is trusted by the world's best-known brands, small businesses and major financial institutions. The Verifone platform is built on a four-decade history of innovation and uncompromised security, annually managing more than 12B transactions worth over \$500B on physical and digital channels.