

Checkout-free store serves 4 Million visitors

London convention centre launches Just Walk Out technology store, becoming the first checkout-free store at an events space in the UK.



The Ask

Make it easy for 4 million annual event attendees to grab food, beverages, and retail items and get back to their event.



The Challenge

Reduce queues in a compact store at one of London's largest events venues with upto 70 Thousand visitors at peak times.



The Solution

Open a full-service Just Walk Out technology store with hot and cold prepared foods, snacks, and beverages..



The Outcome

- 2 minute customer journey time.
- 300% increased capacity
- 87% increase in annual revenue
- 61% labour reduction and redistribution.

OUR SUCCESS

We transformed our existing Cafe into a destination Frictionless store 'Market Express', the first checkout-free store in the UK&I. Leveraging Amazon's Just Walk Out technology to enhance the visitor experience and expedite service times. Now in just 3 easy steps customers can purchase a variety of products from our queue-less 'Market Express' store.

This model enabled us to streamline operations, Cashiers became Customer Engagement leads and stock replenishment support during peak times.



CONSIDERATIONS

- A redesign and refit of the original retail space with Instillation of entry and exit gates.
- Existing ceiling hight needs to accommodate camera rigs used to track customer's digital avatar around the store.
- A room close by to store coms cabinet used to communicate virtual basket data.
- A diverse product range, increases customer's average transaction value.
- Remove all till points to enable a truly frictionless experience
- Operates 24h without full time labour. Optimise service with a staff member on the floor at peak times to assist customers and replenish stock.

98%

Revenue increase on key events compared with last year.