Retail Innovation Shout Out: QThru Allows Time-Conscious Shoppers to Avoid Lines

by Sara Hesson

Because “life is too short to wait in line,” QThru - a new smartphone app - enables shoppers to skip lines at retail establishments. Instead, customers can browse, scan and checkout all via phone. Long lines at checkout have a very negative effect on the overall shopping experience, especially as consumers become increasingly demanding and less patient. The value proposition is straightforward. QThru and similar apps can help retailers reduce the number of personnel working point of sale, reducing costs while at the same time improving customer experience and loyalty by reducing or eliminating the amount of time spent in queue.

Users simply download the app to their iPhone or Android and populate credit card information. While in store, shoppers scan barcodes and check out by entering a password and scanning a QR code at a QThru kiosk. While the first iOS app was built for supermarket use, the concept will work in any store that is connected to the system.

Best yet, retailers of all sizes can add this capability. It applies to retailers with a range of locations from one to many, and a range of SKUs from 100 to 50,000. Startup and ongoing service fees are marginal, and depend on customization and level of technical support. As consumers become increasingly connected and engaged via mobile, I look forward to watching this innovation to the customer experience take off.

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