

Modernize your network and transform the grocery experience

Grocers are delighting shoppers with digital coupons, speedy self-checkouts and personalized offers at the point-of-sale (POS). It's all powered by fast connectivity in the store and flexible, opex-based managed services.



Grocery customers are changing how they shop

Today's grocery shoppers expect more. Not only are they more value conscious, but they also look for personalized offers on the products they want most.



Digital is driving grocery shopping

This is true both inside and outside brick-and-mortar stores. Motivated by value and convenience across every channel, shoppers are using digital coupons, mobile apps and QR codes to find deals and compare prices.

59% of shoppers increased their use of digital coupons in 2024.³

77.8M The number of U.S. households that bought groceries online in November 2024, the highest since April 2020.⁴

28% of consumers used digital payment options in stores in 2024.⁵

63% of Gen Z shoppers prefer using self-checkout.⁶

Shoppers expect payment options

When it's time to check out, customers want to pay the way they prefer, whether it's cash, card or contactless payment from a mobile device or smart watch. Most younger shoppers opt for self-checkout.

Grocers are rising to the challenge with new experiences

To stay competitive, grocers are making it easy for shoppers to find and use promotions. In particular, POS systems are the central hub for personalized experiences. The latest POS systems integrate customer loyalty programs, AI-powered upsells and real-time feedback while supporting all payment types.

With pressure from tighter budgets and rising labor costs, grocers are using AI to do more with less. AI-powered promotions, shelf optimization, demand forecasting and inventory management are helping grocers personalize engagement, operate more efficiently and drive revenue.



Network modernization powers today's grocery stores

With modern store networks, grocers can bring together cloud, AI and POS innovation to delight customers and empower employees. Real-time data unlocks new possibilities, such as the ability to quickly adjust promotions and pricing.

Fast, reliable and secure internet connectivity is a must for advances, including:



Smart carts
Automate checkout with sensors that identify items placed in the cart, with displays that recommend products and offer coupons.



Self-checkout kiosks
Let customers scan and pay without a cashier, freeing up store staff.



Electronic shelf labels
Allow grocers to update prices remotely and dynamically.

Create a future-ready network — with a dedicated partner

Grocers don't have to tackle their network modernization alone.

A managed services provider allows grocers to:

- **Shift from capex to opex**, freeing up IT resources and reducing costs.
- **Prioritize reliability**, uptime, scalability and support across distributed sites.
- **Simplify compliance** with the Payment Card Industry Data Security Standard (PCI DSS).
- **Quickly adopt new technology**, such as smart devices, mobile POS systems and AI-based analytics.

Reinvent grocery with Spectrum Business®

Partner with a managed services provider that understands the complexities of the grocery industry. Spectrum Business can help you modernize your infrastructure with our suite of enterprise-grade products and managed services. You'll get industry-leading service-level agreements and 100% U.S.-based support, available 24/7, so you can compete with confidence.

[Learn more](#)

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