



CONVENIENCE SERIES

One Stop. One Bill.

THE SHORT VERSION

Stops are getting bigger. Food, car wash, pickup, EV charging. So why should every new part of the visit still feel like a new transaction?



CRA tested the simple version first: fuel plus an inside item on one bill. 80.6% would probably or definitely value it. The bigger version is where it gets interesting. 76.8% said one connected purchase across the pump, store, and car wash would make them visit more often.

— Silent transactions

Customers check in once, then move between food, merchandise, and services without starting over. Resorts and cruise ships already work this way. The transactions still happen. They just stop dominating the visit. Silent doesn't mean hidden. Customers should still see what they've added, what they've spent, and which rewards were applied.

— Use people where people add the most value

I've seen it in stores. Some of the best people in the building spend much of their time just managing transactions. That isn't the highest-value use of them.

Move more of the transaction into the background and associates can spend more time helping customers and solving problems. Managers can spend more time on staffing, service, and food quality. That doesn't mean removing people.



The goal shouldn't be more prompts. It should be better timing and better relevance.

— Start with the customer journey

Nobody is doing the whole thing yet. Pay at the pump, loyalty in the app, scan-and-go, and self-checkout all exist. They're just still separate transactions.

There won't be one blueprint. A travel center, an urban store, and an EV site will each look different. That's why the strategy starts with the journey, not the technology.

— Three questions to ask

1

Where does the visit begin?

And when does the customer check in? Different missions need different starts.

2

Which checkpoints actually matter?

Age checks stay. Repeat steps that add nothing can go quiet.

3

What can the customer still see?

Visible when they need it, quiet when they don't.

THE TEST

If a customer has to start over at every part of the visit, is it one stop or several?

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One bill only works if checkout does.

27.5% are comfortable letting self-checkout handle age verification. For unattended checkout overall, it's 55.8%.

When Self-Checkout Stops Being Self-Service →

About Cambridge Retail Advisors

We aren't software vendors, and we aren't theoretical consultants. CRA is a specialized retail advisory firm of seasoned industry operators who have lived with the systems, led the implementations, and solved the operational friction. Strategy, system selection, and execution grounded in real retail experience. Read the full article at cambridgeretailadvisors.com. See us at NRF '27, Booth 6703.

Source: Cambridge Retail Advisors survey of 500 U.S. adults (18+) who shop at convenience stores, weighted results, September 2026.