DISCOVER® Global Network

Omnichannel powers the in-store experience

Retailers everywhere are eager for customers to come back to their stores. By offering multiple opportunities for omnichannel shopping and payments, merchants can give their customers the chance to browse, select and transact however they want.

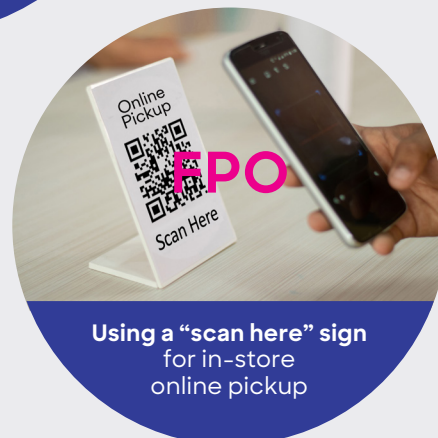**Using in-store tablets or kiosks** to view products

Ordering takeout on a mobile phone while in-store

Reading coupons and discounts on a mobile phone at checkout

Paying using a mobile phone at a self-service checkout kiosk

Using a "scan here" sign for in-store online pickup

To learn more ways to improve the customer experience, read the full article:
7 Tips for Retail Recovery: How to Get People Back in Stores