

Meta Title:	A Retailer's Guide To Online Grocery Technology
Meta Description:	Learn how Mercatus addresses every hurdle grocers face in adopting online grocery technology.
Surfer SEO Score	76

## What Stops Grocers From Adopting More Online Grocery Technology?

There's a paradox occurring in the grocery industry, right now. And not only does it stand to cost grocers significantly in the months to come, it could further impede innovation across the sector.

Despite a clear understanding of the challenges faced by the industry and the availability of effective technological solutions, grocery retailers are hesitant to adopt innovations for their operations.

This hesitancy is highlighted in [the 2023 Supermarket Technology Review](#) from Informa and Supermarket News, presented in partnership with Mercatus.

The report, based on feedback from grocery retailers and industry professionals, emphasizes one point of unanimous agreement: technology is not just beneficial but essential for tackling current obstacles and future-proofing the industry. An overwhelming 100% of grocers surveyed acknowledge the role of technology in achieving their primary business goals.

Yet, this enthusiasm contrasts sharply with their lack of action. The study goes on to reveal a cautious, almost reticent approach to investing in necessary technology. It identifies several barriers preventing both large chains and independent grocers from embracing these crucial advancements.

It's imperative to confront this paradox. Merely acknowledging the challenges and solutions in the grocery industry isn't enough; it's time for grocery retailers to decisively act and invest in the technology that will shape the future of the supermarket industry.

## Understanding Why Grocery Retailers Are Hesitant

In this blog post, we're going to examine the hurdles that grocers identified in the research, and connect each one to specific solutions and features of modern grocery technology.

Our aim is twofold:

1. To demonstrate how each obstacle can be effectively managed and even turned into an opportunity for growth through the right technology; and
2. To demonstrate that the most effective technological solutions are not merely reactive, but are proactively designed with these very challenges in mind.

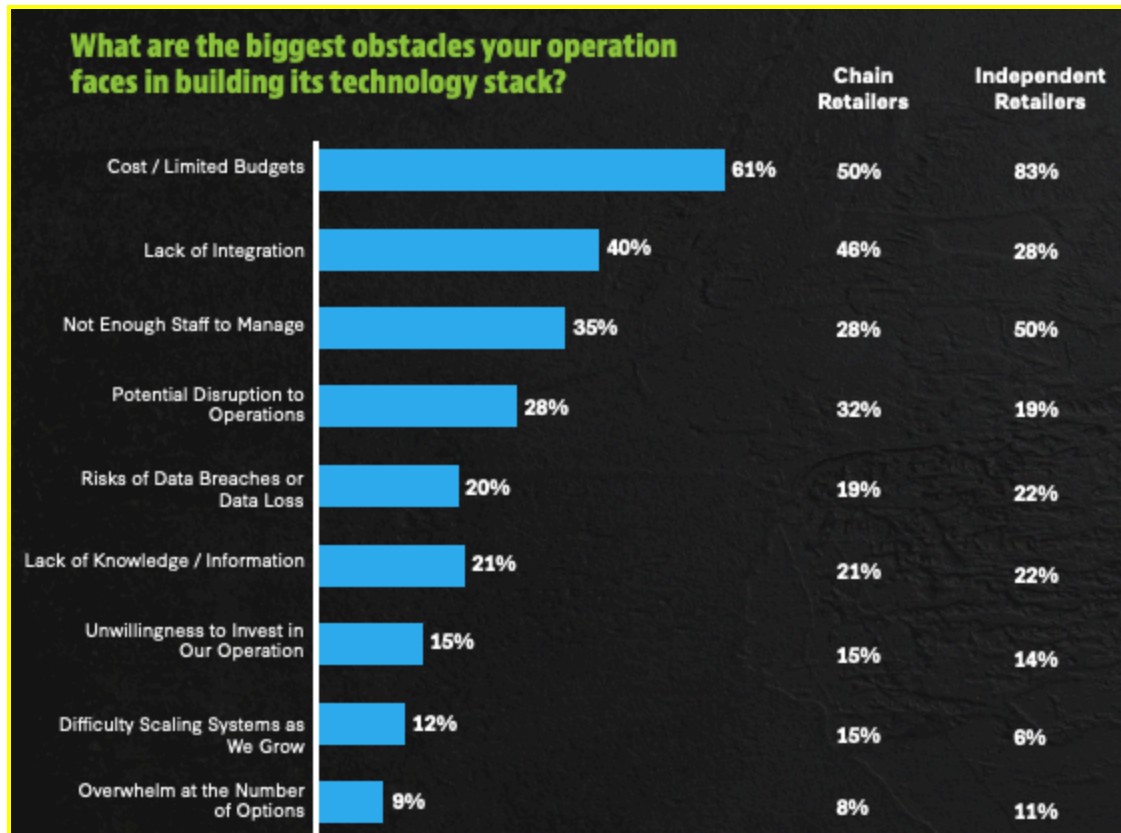
This approach is not about dismissing the concerns of grocers; rather, it recognizes the validity of their caution. We understand that hesitation in the face of new technology is not just prudent but necessary in an industry filled with rapid changes and uncertainties.

However, by the end of this article, it's our hope that we've not only alleviated the concerns of grocers over investing in increased technology, but also made a convincing case for the prompt implementation of the type of technology that will improve operational efficiencies, increase customer satisfaction, and, as a result, grow your grocery business.

## The Challenges Preventing Technology Adoption

[!IMG: A graph that resembles this, from the research:

<https://datawrapper.dwcdn.net/3azjI/2/>



Caption: What holds back further investment in an online grocery business?]

Let's begin by looking at the challenges the research identifies as the cause for grocers being reluctant to adopt new technology:

1. **Associated Costs / Limited Budgets:** Financial constraints remain the primary obstacle, especially for smaller grocers who operate with tighter budgets.
2. **Worries Over Integration of New Technology:** The concern about how new technology will mesh with existing systems is a significant barrier.
3. **Potential Disruption to Operations:** Similarly, the fear of disrupting ongoing operations during the transition to new technology is a common concern among grocers.
4. **Staffing Limitations:** The perceived need for additional or specialized staff to manage new technology can be daunting, particularly for grocers with limited human resources.
5. **Risks of Data Breaches or Data Loss:** Apprehensions about potential data breaches or loss when adopting new technology are prevalent.

6. **Difficulty Scaling Systems With Growth:** The challenge of finding technology solutions that can scale effectively with the business growth adds to the reluctance.
7. **Overwhelming Number of Options:** Lastly, the overwhelming number of technological solutions available in the market can make the decision-making process intimidating.

## Is Grocery eCommerce Software Technology Affordable?

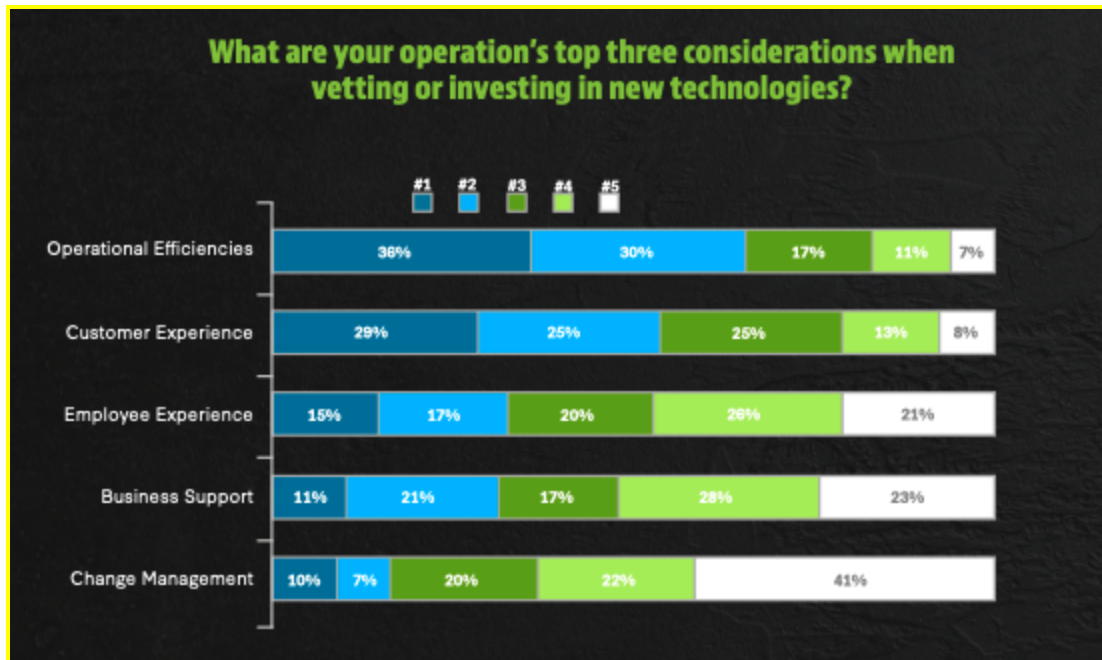
The most significant barrier to adopting further eGrocery technology according to grocers is cost. More than 60 percent of those surveyed indicate that budget constraints stopped them from building out their technology stack.

Not only does this highlight the need for affordable solutions in the grocery technology space, it also emphasizes the importance of technology that reduces costs through improved operational efficiency and offers immediate methods for offsetting the costs associated with implementing and maintaining grocery eCommerce software.

### Operational Efficiency

[!IMG: A graph that resembles this from the research:

<https://datawrapper.dwcdn.net/19uYh/1/>



Going hand-in-hand with concerns over cost, 36 percent of grocers surveyed also identify "operational efficiencies" as their most important consideration when investing in new technologies.

This is where a fully integrated commerce platform can make such a difference. Mercatus, for example, is designed to streamline a grocer's entire operations, saving valuable time and reducing costs through our:

- Centralized Grocery Order Management system, which gives grocers the ability to access, manage, and track every aspect of order fulfillment, including real-time updates to inventory management.
- Grocery Personalization Engine, which creates a highly personalized automated shopping journey for customers through artificial intelligence that's informed by past purchases, T-Log and adjacent profile data, freeing you from tedious marketing tasks.
- Retailer Console, which tracks user engagement, events, and screens so that you can create custom targeted audiences and gain valuable insights into customer behavior.
- Simplified Order Fulfillment, which allows grocers to fulfill more orders with fewer store associates, leveraging our industry-leading array of integrations.

## Managed Cost-to-Serve

While the operational efficiencies provided by an integrated commerce platform save costs over time, the Mercatus platform also offers immediate opportunities to offset the costs of increasing your tech stack.

This is achieved through:

- **Retail Media:** Mercatus provides you with the opportunity to further monetize your eCommerce traffic by expanding your CPG relationships and capitalizing on the \$45 billion [retail media industry](#).
- **Fulfillment Cost Management:** Mercatus gives you the choice of order fulfillment and last mile integrations so that you can decide on the last mile delivery partners who will optimize both revenue and customer satisfaction.

## Meeting Customer Demand Through Online Shopping

But perhaps the most important way in which Mercatus improves the bottom line of grocers is by enhancing customer retention through its grocery eCommerce software.

Other recent research suggests it takes approximately 2.5 to 3.5 new customers to replace the value lost from a single long-term customer leaving. Proven customer retention tactics include:

- Improved pickup and delivery options,
- Leveraging technology for personalization, and
- Enhancing the last mile of the user experience to reduce wait times and improve order accuracy.

Not only does the Mercatus platform make these customer retention tactics possible, it makes doing so easy through our Centralized Grocery Order Management system, Grocery Personalization Engine, and our Simplified Order Fulfillment.

## Is It Difficult To Integrate eCommerce Technology Into Your Current Grocery Operations?

The research from the 2023 Supermarket Technology Review identifies worries over tech integration as the second largest hindrance.

40 percent of retailers surveyed express concern over their current operations handling new technology. Just like cost, this apprehension is not unfounded, as integrating new systems can cause all sorts of havoc.

Because Mercatus combines expertise and experience in both the grocery and eCommerce industries, our platform was developed to deliver a smooth transition through flexible APIs. The platform is also built for further customization through a range of pre-built integrations.

## **Flexible APIs**

Our partner network is supported by flexible APIs, developed and managed by a team of dedicated API developers. This approach ensures that our platform can easily integrate with a variety of systems, reducing both the time and cost associated with implementation.

## **Multi-Tenant SaaS Platform**

As a multi-tenant SaaS platform, Mercatus simplifies integration even further. All our integrations are available to every grocery retail client. Through our integration process we aim to minimize potential disruption to your business operations, ensuring a seamless transition to a more technologically advanced, efficient system.

## **Navigating the Potential for Disruption in Implementing New eGrocery Platforms**

Speaking of disruption, 28 percent of the surveyed grocers specifically cite the potential for operational interruptions when integrating new eCommerce technology as a significant concern.

Once again, this is far from an unfounded worry. A grocery store is such an integral part of a community, that disruptions to service or providing an online experience that's less than optimal carries the potential for significant damage to many retailers.

That's why Mercatus offers further solutions designed to minimize disruptions and allow leading grocers to remain number one in their communities — even as they integrate changes into their operation.

## **Frictionless Online Grocery Shopping**

- Our platform is built to enhance, not hinder, the shopping experience for your customers, ensuring a smooth transition from traditional to digital, or from an existing 1P digital experience.

## **Proven and Stress-Tested Platform**

- Our solutions have been tested extensively by hundreds of thousands of local shoppers, ensuring reliability and stability.


## **User-Experience Excellence**

- The Mercatus platform is not just tried and tested but has been refined based on feedback from a vast user base, ensuring that the transition for both customers and retailers is seamless and intuitive.

Partnering with Mercatus means choosing a path of minimal business interruption and a smooth transition into the digital grocery space.

## **Addressing Staffing Challenges for an Online Grocery Business**

[!IMG: Image of grocery staff supporting customer with their purchase.]

 shutterstock\_2264908395\_BLUE.jpg

Another significant concern for retailers, especially independents, is the staffing requirement for managing eGrocery processes. 35 percent of retailers cite the lack of staff as a major hurdle, a concern that escalates to 50 percent among independent grocers.

This issue highlights the challenge of transforming general staff into skilled personnel capable of handling sophisticated technology, a task that can seem overwhelming for smaller operations.

Mercatus addresses this challenge through:

## **User-Friendly Software**



Recognizing the importance of ease of use and accessibility, our platform features an easy-to-use CMS and admin interface, designed to reduce the learning curve and make technology management feasible for all staff levels.

## **Ongoing Support**

Beyond the intuitive design of our software, Mercatus excels in offering responsive in-house support and implementation.

- From the very first day, our team is actively involved, providing hands-on, results-oriented onboarding and implementation.
- This approach ensures that even retailers with limited staff can smoothly integrate and manage our eGrocery technology.

## **Being a Full-Time Partner**

Mercatus's role extends beyond that of a mere software solution provider; we view ourselves as a committed partner to grocers.

- We understand the nuances and constraints of the grocery sector.
- Our dedicated support system is designed to be a reliable extension of your team, assuring that every step of adopting and managing eGrocery technology is well-supported and aligned with your business needs.

## **Mitigating Data Security Risks with Mercatus**

Another of the significant hurdles that the research from Supermarket News identifies is a concern over data security. Approximately 22 percent of grocers highlighted the risk of data breaches as a major deterrent.

When we consider the impact of data security risks, it only serves to emphasize the crucial role of customer loyalty and experience in a successful grocery operation. This factor was identified as the second-most important consideration in technology adoption (behind operational efficiencies), and it's exactly why Mercatus has positioned its platform to prioritize privacy and security.

## **CloudFare Security and Privacy:**

- Mercatus protects your data and the quality of your customer's experience with our CloudFlare security. This best-in-class security infrastructure ensures privacy and data security for grocers and customers alike.

## Enterprise-Secured Architecture:

- As previously mentioned, Mercatus is a multi-tenant SaaS model with an API-based enterprise-secured architecture. This ensures that while grocers enhance their customer experience, they do so without compromising on data security.

## Scaling Your Business with eGrocery Technology

[!IMG: Graphic that conveys business growth. Can be simple, that incorporates “built for scale” icon on Mercatus website:



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A small, but notable, 12 percent of retailers surveyed express concerns about the scalability of eGrocery technology, viewing it as a barrier to investing in tech solutions. In some sense, this is a good problem to have, as it identifies that grocers aren't merely looking for quick fixes, but instead, long-term solutions that can grow with a grocery business.

The Mercatus platform is designed to be a scalable solution that not only meets your current needs but also promotes and supports the growth of your business.

## More Stores and More Customers

- Whether you're operating 20 or 200 stores, the Mercatus platform is built to handle increased users and transactions effortlessly, guaranteeing a 99.9% application uptime.

The Mercatus approach to scalability is comprehensive, going beyond having a platform capable of handling hundreds of stores and tens of thousands of users. It's an agile solution that includes customizations to meet the needs of all grocers.

## **Built for Flexibility**

- Again, we come back to the seamless integrations that Mercatus provides with its range of last-mile delivery partners, enabling you to scale your order fulfillment strategy efficiently. This flexibility ensures that as your business grows, your ability to meet customer demands grows with it.

## **Which eGrocery Technology Option Is Best?**

While only a small percentage of retailers (9 percent) feel overwhelmed by the many eGrocery technology options available, the challenge of choosing the right technology remains significant.

By examining all the other obstacles in the path to greater tech adoption, and how Mercatus removes each obstacle through the thoughtful development of all its versatile solutions, Mercatus emerges as more than just as another option.

Our suite of solutions stands out for its cost-effectiveness, ease of integration, intuitive interface, security and ability to scale. Mercatus has not only been designed to clear every hurdle a grocer might have in their path, but to turn many of those hurdles into competitive advantages for regional grocers.

## **Embrace the Future with Mercatus**

It's thrilling to learn from the Supermarket News research that grocers are overwhelmingly excited about the implementation of technology throughout their businesses.

Mercatus stands ready as a grocer's strategic partner, not just in implementing the technology we're all excited about, but in transforming eGrocery into a profitable and customer-centric venture. Our platform is designed to streamline your operations, enhance customer experience, and elevate profitability, all while being tailored to the unique requirements of your business.

Don't let the challenges hold you back. Join the many successful retailers who have already embraced Mercatus to navigate these hurdles.

You know the challenges. You know the solutions to those challenges. The time for action is now.

Start your journey towards a more profitable eGrocery future with Mercatus by [scheduling a tour of our platform with a grocery eCommerce expert](#).

## **Mercatus:** SEO & UX Article [tkw: Online Grocery Technology] - Outline Draft 2

### **Target Keywords**

- online grocery technology
- online grocery software

### **Title Options**

- Grocers know technology can solve their problems. So why are they slow to implement it?
- New research reveals why grocers are slow to implement technology
- Why aren't grocers implementing the technology they know they need?

### **Big Idea/Article Core Positioning**

Grocers recognize the need to implement more technology to address immediate challenges and better prepare their businesses for the future.

They are hesitant to adopt technology because of:

- Associated Costs / Limited Budgets
- Worries Over Integration of New Technology

- Staffing Limitations
- Potential Disruption to Operations
- Risks of Data Breaches or Data Loss
- Difficulty Scaling Systems With Growth
- Overwhelming Number of Options

**POSITIONING:** Mercatus understands the real-world challenges of implementing technological solutions for grocery eCommerce. That's why we've developed our integrated commerce platform to directly address these hurdles.

Mercatus is more than just a solutions provider; we're your strategic partner dedicated to supporting regional grocers to service customers, defend market share, grow online sales and achieve profitability.

## Sections and Descriptions

### 1. Introduction

- New research reveals: Grocers recognize technology's importance, but are hesitant to implement.
- Not only does Mercatus understand these challenges, but we developed our integrated commerce platform to directly address these hurdles.

### 2. Why Aren't Grocers Implementing The Technology They Know They Need?

- Grocers are problem aware and solution aware, but aren't taking action.
- Mercatus understands why they're not adopting tech. We've used the very same reasoning as the challenges we want our software to solve.
- Specific Challenges:
  - Associated Costs / Limited Budgets
  - Worries Over Integration of New Technology
  - Staffing Limitations
  - Potential Disruption to Operations
  - Risks of Data Breaches or Data Loss
  - Difficulty Scaling Systems With Growth
  - Overwhelming Number of Options

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### **3. Is eGrocery Technology Affordable?**

- Identify cost/budget constraints as the biggest hurdle for grocers to adopt greater technology.
    - “Unsurprisingly, respondents cited cost as the top hurdle to investing in more technology, with slightly more than three in five retailers (61%) indicating they have budget constraints. Even while half of chain respondents said cost could be a limiting factor, it was a concern for 83% of independent retailers.”
  - Identify financial challenges grocers face in tech adoption and connect directly with Mercatus solutions.
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### **4. Is It Difficult To Integrate eCommerce Technology Into Your Current Grocery Operations?**

- 40% of retailers say concerns over integration with current operations hold them back from adopting more technological solutions for their business.
  - Identify why integration might be concerning to grocers, and connect to how simple and easy integration is with Mercatus.
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### **5. Will It Take Additional Staff or Staff Training Costs to Handle a New eGrocery Process?**

- 35% of retailers identify lack of staff to manage eGrocery process as a hurdle.
  - Whopping 50% of independent retailers are concerned with this.
- Connect this concern to Mercatus having an easy-to-use CMS and admin interface
- But also: Connect with the idea that Mercatus is a grocer’s partner, not just a software solution provider.

## **6. Will Implementing A New eCommerce Platform Disrupt Your Grocery Business?**

- 28% of retailers cite potential disruption to operations as something that holds them back from integrating technological solutions.
  - Sympathize with grocer concern related to potential for disruption, but emphasize the seamless process Mercatus offers and how proven its solution is.
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## **7. Are You Risking Your Customers' Data With A New eGrocery Platform?**

- 22% say the risk of a data breach stops them from moving forward with grocery tech.
  - Combine concern over data breach to importance of customer experience and connect to Mercatus's dedication to customer experience and its secured architecture.
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## **8. Will eGrocery Technology Scale With My Business?**

- 12% of retailers identified difficulty scaling as a reason to hold back tech investment
  - Connect worries over scale with demand for growth and then connect to Mercatus, not only as a scalable solution, but as the one that promotes the growth that allows scaling operations.
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## **9. There Are So Many eCommerce Options For Grocers. Which Technology Is Right For Your Business?**

- Only 9% of retailers said too many options overwhelm them, but...
  - Use this as a segue into summarizing Mercatus's position as industry leader, best in class, etc.
    - There are a lot of options, but none can compare.
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## **10. Summary: Grocers Know Technology Can Solve Their Problems. So Why Are They Slow to Implement It?**

- Grocers are keenly aware of the hurdles they face. They're keenly aware of the solutions. They don't act because of fear over:
    - budget constraints
    - integration woes
    - staffing challenges
    - potential operational disruptions
    - data breach risks
    - scalability concerns
    - the overwhelming number of tech options available.
  - Mercatus understands the intricacies of these challenges because we've listened, learned, and developed a comprehensive solution tailored to the needs of the modern grocer.
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## **11. Call-to-Action**



- It's time to move from awareness to action and embrace the present and the future of eGrocery.
- Join the successful retailers who have partnered with Mercatus to overcome the hurdles that stand in the way of your growth.
- Here's what you can do today: Request a Demo: [Link to demo page.](#)

## Appendix/Rough Notes

- Credit the awareness of grocers in intro.
  - Identify how knowledgeable grocers are of their challenges, their customers, their markets, and, yes, even the solutions to the challenges.
- But “knowing is half the battle.” We usually use that phrase to emphasize the importance of knowledge, but in this case, because grocers are so aware, the more important aspect is the second half: taking action.
- Provide context in introduction: Introduce 2023 Supermarket Technology Review
- Explain purpose behind research.
  - To measure how retail technology, e-commerce, and artificial intelligence have already gained a foothold in the grocery business.
  - To ask retailers directly about their plans to invest in new solutions, the business objectives they most need to address, and their interest in new platforms that will continue to evolve over the next 12 months.
- Explain Mercatus involvement.
- Explain how important it is to have this information.

### Why Aren't Grocers Implementing the Tech?

- Grocers are problem aware, solution aware, and, in many cases, product aware, but aren't taking the leap.
- Mercatus is understanding of why they're not adopting tech. We've used the very same reasoning as the challenges we want our software to solve.

### Cost

- Discuss the financial challenges grocers face in tech adoption.
- Connect with Mercatus solutions:

- Better manage cost-to-serve
- Integrated retail media solutions that offset the cost
- Overall improved operational efficiency
  - Big motivating factor from research:
    - “Operational efficiency encompassed several parts of the profitability equation for respondents, including ways to reduce costs and automate manual processes.”
- “Time is money”
  - Mercatus streamlines processes saving valuable time.
- Fulfill more orders with fewer store associates, leveraging our industry-leading array of integrations.

## **Lack of Integration**

- Identify why integration might be concerning to grocers.
  - Connect with costs and potential for loss of business.
- Integration is simple and easy with Mercatus:
  - Mercatus’s partner network is powered by flexible APIs — created and managed by a dedicated team of API developers. As a multi-tenant SaaS platform, all integrations are ready and available for each of our grocery retail clients.

## **Staffing Concerns**

- The people problem: Identify the issue of asking general staff to become skilled labor to deal with tech - especially for smaller grocers.
  - “Single-store operators also were far more likely to point out a lack of personnel needed to implement and manage new technologies than their chain peers were. Half of independents said lack of staff was an obstacle, nearly double the percentage of chain respondents who said so (28%).”
- First of all: Mercatus has an easy-to-use CMS and admin interface
  - And in-house support and implementation means you’re in good hands from day one.
- But also: Connect with the idea that Mercatus is a grocer’s partner, not just a software solution provider.
  - That means we’re here to help: Hands on, results-oriented onboarding and implementation

## **Potential for Disruption**

- Important to sympathize here.
- You’ve built a successful business and you have every right to be hands-on with that business.
- But Mercatus offers:

- Frictionless online grocery shopping for your customers.
- Stress tested platform by hundreds of thousands of local shoppers
- User experience that's tested and approved by hundreds of thousands of customers

## **Risks of Data Breach**

- Connect concern with data breach to importance of customer loyalty.
  - Customer experience was considered the second-most important consideration when vetting or investing in new tech.
- Mercatus understands importance of customer experience and the impact security (or lack thereof) can have on it.
  - That's why we're multi-tenant SaaS with API based enterprise secured architecture
  - Mercatus Mobile: deepen your customer relationships with a mobile app that's optimized for customer convenience.
  - Take control of your customer relationships and loyalty with an enterprise-grade platform. Advanced features, a large array of integrations, and constant innovation means that you can build a best-in-class omnichannel experience that will always meet your customer expectations.

## **Scalability**

- Will the tech you adopt be there for you as your business grows?
- Whether you have 20 or 200 stores, Mercatus was developed to support increased users and transactions – all with guaranteed 99.9% application uptime.
- Scale your order fulfillment strategy with seamless integrations with your choice of last-mile delivery partners.
- Mercatus fuels the type of growth that makes scaling your business possible.

## **So. Many. Options.**

- Avoid boastful, but be persuasive here.

## **Summary**

- Push awareness to action
- Mercatus integrated commerce platform is more than just software; it's your strategic partner in making eGrocery profitable through technology.

## **Call-to-Action**

- Rough text: Experience firsthand how Mercatus can streamline your operations, enhance your customer experience, and boost profitability. Our team will walk you through the platform's capabilities tailored to your specific needs.
- The future of grocery retail is digital, and Mercatus is your trusted ally on this exciting journey.

- Don't let hurdles hold you back; let's overcome them together.
- Your customers are waiting, and the time to act is now.

Grocery retailers are keenly aware of the challenges they face; and they understand the solutions available to meet those challenges. And yet, they remain cautious and even hesitant to adopt those solutions.

This is the picture painted by [the 2023 Supermarket Technology Review](#) from Supermarket News (presented in partnership with Mercatus).

In asking grocery retailers and other grocery industry professionals about their plans to invest in new solutions around grocery eCommerce software and technology, researchers found that "grocers have broadly reached a consensus that technology will play a major role in addressing immediate challenges and preparing the supermarket industry for the future."

In fact, 100 percent of grocers surveyed agreed that technology will matter to their top business objectives. The study even describes grocers as being enthusiastic about what an increased tech investment can provide beyond more online grocery sales.

However, when it comes to actually investing in the technology, the study not only mentions a cautious approach being taken by grocers, but it identifies several roadblocks that hold grocery stores — both chains and independents — back.

It might be assumed that a list of hurdles like this would be discouraging to an organization like Mercatus, which offers grocery eCommerce software as a key component of its integrated commerce platform. However, it's quite the contrary.

In fact, every single challenge outlined by grocers in the survey has been a focal point in the development of the Mercatus platform. We've not only recognized these hurdles but have strategically designed our solutions to directly address them.

This alignment between industry challenges and our technology offerings is no coincidence; it's the result of a deep understanding of where the grocery market and online shopping intersect.

## **Mercatus Mobile:**

- Furthermore, the Mercatus Mobile solution is designed to deepen customer relationships through a convenient and secure mobile app. This platform enables grocers to control and maintain customer relationships and loyalty effectively. Its advanced features and extensive integrations support the development of a superior omnichannel experience, meeting and exceeding customer expectations while ensuring data security and trust.