

Österreicher:innen sind offen für die Digitalisierung im Handel

Mit der VR-Brille die Einrichtung betrachten, mit dem smarten Einkaufswagen durch den Supermarkt oder sich im digitalen Spiegel im neuen Outfit erleben. Die Möglichkeiten der Digitalisierung am stationären Verkaufsort sind vielfältig. Doch wollen wir das alles überhaupt? Offerista Group Austria, der Experte für digitales Handelsmarketing mit einem Netzwerk an Partnern wie beispielsweise wogibtswas.at, bring! oder auch Stocard, hat diese Fragen rund um die Digitalisierung am POS (Point of Sale) den Österreicher:innen gestellt.



Girl customer scans bottle of wine at the self-service checkout in the grocery supermarket shop

⊕`² ghYffY]Wk`i fXYb`XUni`%"+'`'`DYfgc bYb`UV`%,`'⌘\fYb`]a
 NY]hfUi a`j`cb`%)`"V]g`&\$":`YVfi`Uf`&\$&'`VYZfU[`h`K`]Y`Z]bXYb`XYbb
 X]Y`ÖghYffY]Wk]gWk`Yb`?`c bgi`a`Ybh.]bbYb`X]Y`8][`]hU`]g]Yfi`b`]a
 ghUh]cb`ÀfYb`<`UbXY``[`YbYfY``gc`3

') 'DfcnYbhZ]bXYb'g]Y'hY]'g'[i hž'hY]'g'b]W'h'gc'[i hž' ('DfcnYbh
Z]bXYb'g]Y'gY\ f'[i hi bX'dfU_h]gW' i bX' - 'DfcnYbh'k ØfXYb'g]W
a Y\ f'8][]hU`g]Yfi b['k ØbgW'Yb"'8Ya [Y[YbØVYf'ghY\Yb'bi f'&&
DfcnYbh'Ub'G_Ydh]_Yf.]bbYbž'XUj cb'[YZÀ`h'g]Y'%'('DfcnYbh'b]W'h
i bX', 'DfcnYbh'a UW'h'g]Y'gc[Uf'Yhk Ug'5b[gh"

E F!7cXYgž'J F!6f]'`Ybž'X][]hU`Yf'Gd]Y[Y` / '7c

: Øf'X]Y'a Y]ghYb'?cbgi a Ybh.]bbYb'g]bX'X]Y'X][]hU`Yb'GYfj]W'g'ja
ghU]cbÅfYb'< UbXY'fbcW'Ł'BYi `UbX' 'k Ug'Ui W'XUfUb'`Y[hž'XUgg
j]Y'Y'X]YgYf'j b'^2 ghYffY]W'bcW' b]W'h'gc'j YfvfY]hYh'g]bX'"(' '
DfcnYbh'[YVYb'Ubž'V]g\Yf'bcW' _Y]bY'XYf'UV[YZfU[hYb'X][]hU`Yb
GYfj]W'g'[Ybi hnh'ni '\UVYb"'E F!7cXYgž'i a 'g]W'X'X][]hU`
k Y]hYfZØ\ fYbXY' ðZcfa Uh]cbYb'ni '\c`Ybž'k YfXYb'XUVY]'Ua
\Åi Z][ghYb'[Ybi hnh'"' * 'DfcnYbh'XYf'^2 ghYffY]W'Yf.]bbYb'\UVYb
X]Yg'VYfY]hg[YhUb' i bX' "' 'DfcnYbh'\c`hYb'g]W' ðZcfa Uh]cbYb
Vnk "'6YfUhi b['ØVYf'6]'XgW'jfa Y'cXYf'Hci W'gWfYYbg'j b'XYb
' ; YgW'ÀZhYb"'K Yb]['[Ybi hnh'k i fXYb'\]b[Y[Yb'X][]hU`Y'Gd]Y[Y`ž
X]Y'Y]bYa 'j]b'j YfgW'jYXYbYb'Ci hž]hg'niY][Yb'fl' 'DfcnYbh'Ł'cXYf
J]fhi U'F YU`]hm'6f]'`Ybž'VY]gd]Y'gk Y]gY'ni f': U\fnYi ['_cbZ][i fU]cb
cXYf'ni f'9]bf]W'hi b['fl+ 'DfcnYbh'Ł"

5VYf'k Ugž'k Ybb'XYf'DCG']b'^2 ghYffY]W' j]Y`
X][]hU`Yf'k ÅfY3

8Ubb'g]Y\h'Yg'UbXYfg'Ui g"'8Ybb'[YbUi 'X]Yž'bcW' b]W'h'gc
j YfvfY]hYhYbž'GYfj]W'g'k ØfXYb'gY\ f'[YfbY'a U'Ui gdfcV]Yfh
k YfXYb"'6Y]bU\Y'X]Y'< À`ZhY'f(* 'DfcnYbh'Ł'XYf'6YZfU[hYb'a ØW'hY
Y]bYb'j]fhi Y`Yb'Gd]Y[Y`'b'Y]bYa 'Ybhgd fYW'YbXYb'GhcfY'hYghYb"
I bX' (& 'DfcnYbh'k ØfXYb'[YfbY'a]h'XYf'J F!6f]'`Y'ja
A ØVY`[YgW'ÀZh'X]Y'9]bf]W'hi b['j]b'XYf'Y][YbYb'I a [YVi b[
Yf'YVYbž'VY]a '5i hc\ÅbX'Yf'\f': U\fnYi ['_cbZ][i f]YfYb'cXYf
À\b`]W'Yg"'&+ 'DfcnYbh'k ØfXYb'[YfbY'a U' 'E F!7cXYg'i bX'&('DfcnYbh'6]XgW'jfa Y'cXYf'Hci W'gWfYYbg'ZØf'k Y]hYfY
ðZcfa Uh]cbYb'Ui gdfcV]YfYb"') 'DfcnYbh'XYf'6YZfU[hYb'bi hnyb
VYfY]hg'U`'X]YgY'GYfj]W'g"

G6!? UggUž'ga UfhYf'9]b_Ui Zgk U[Yb`cXYf _UggYb`cgYf'Gi dYfa Uf_h3

⊕'di bWħc'6YnU\`a Ò[`]W\`_Y]hYb`[]Vh'Yg'ja a Yf'a Y\`f'ga UfhY
HYW\bc`c[]Ybž'a]h'XYbYb`XUg'6YnU\`Yb`XYi h]W\`gW\`bY`Yf'i bX
_ca ZcfhUV`Yf`YfZc`[Yb`gc`""6YfY]hg'gY\`f`\Ài Z][`] Ybi hnh'k YfXYb
G6!?UggYbž`Ub`XYbYb`XYf'9]b_Ui Z'gY`Vgh'Y]b[YgWUbbh'k]fX""*,
DfcnYbh'XYf`2 ghYffY]W\`Yf.`]bbYb`\UVYb`X]YgY`VYfY]hg`[Ybi hnh"
; YZc`[hij cb`XYf'6YnU\`i b[`j]U`<UbXmicXYf'Ga Ufhk UhW\ž`X]Y` \$
DfcnYbh'VYfY]hg`j Yfk YbXYh`\UVYb"

%%DfcnYbh`\UVYb`gW\`cb`9fZU\`fi b[`a]h'ga UfhYb`9]b_Ui Zgk À[Yb
[Ya UW\`hž`X]Y`ØVYf`Y]bYb`Y][YbYb`GWUbbYf`j YfZØ[Ybž'a]h'XYbYb
X]Y`K UfY`gY`Vgh'[YgWUbbh'k]fX`i bX`X]Y`K UfY`c`\bY`5i gdUW`Yb`Ub
gYdUfUhYb`?UggYb`VYnU\`h'k YfXYb`_Ubb"" , `DfcnYbh`\UVYb`VYfY]hg
_UggYb`cgY`Gi dYfa Āf_hY`a]h'XYf'6YnU\`i b[`j]U`5dd`i bX`<UbXm
[Ybi hnh`"% , `DfcnYbh`\UVYb`b]W\`hg`XUj cb`[YhYghYh"

5i ZX]Y` : fU[Yž`k Ug`[YfbY`Ui gdfcV]Yfh'k YfXYb`k ØfXYž`]gh'XYf
Y]bXYi h][Y`G]Y[Yf`XYf'ga UfhY`9]b_Ui Zgk U[Yb`f(, `DfcnYbhž
[YZc`[hij cb`_UggYb`cgYb`Gi dYfa Āf_hYb`fl + `DfcnYbhž`i bX`XYa
6YnU\`Yb`j]U`<UbXmi bX`Ga Ufhk UhW\`f&\$`DfcnYbhž"

B Yi Y`HYW\bc`c[]Yb`VY]a `Cb`]bY!G\cdd]b[

5i W\`ja `6YfY]W\`XYg`Cb`]bY!G\cdd]b[g`[]Vh'Yg'ja a Yf'a Y\`f
j]fhi Y`Y`9]b_Ui ZgYf`YVb]ggY""8]Y`A Y\`f\Y]h'f((`DfcnYbhž`\Uh`_Y]bY
XYf`UV[YZfU[hYb`HYW\bc`c[]Yb`[Ybi hnh'i bX`& , `DfcnYbh'a ÒW\`hYb
Ui W\`_Y]bY`Ui gdfcV]YfYb""6YfY]hg`j Yfk YbXYh'k i fXYb.`J]fhi Y`Y
`8!5bg]W\`hYb`j cb`DfcXi`_hYb`f&&`DfcnYbhž`j]fhi Y`Y`D`Ubi b[`j cb
A U» UbZYfh][i b[Yb`f&%ž`j]fhi Y`Y`5bdfcVY`j cb`6f]`Y`cXYf
?`Y]Xi b[`f&\$ž`j]fhi Y`Y`D`Uhn]Yfi b[`j cb
9]b]W\`hi b[g[Y[Ybgh`AbXYb`]b`XYf`Y][YbYb`K c`\bi b[`f%, ž"

K Ug'gc``Ui gdfcV]Yfh'k YfXYb3`J]fhi Y`Y`5bdfcVY`fl) ž`[Yk]bbhj cf
j]fhi Y`Y`f`J Yf`AbXYfi b[`XYf`Y][YbYb`DYfgcb`fl f]gi fž`A U`_Y!! dž
fl \$ž`i bX`XYf`j]fhi Y`Y`b`D`Uhn]Yfi b[`j cb`9]b]W\`hi b[`f&, ž`%(

Dfcnyb'ia ÒW\hYb'[YfbY'Ub'Y]bYa '@j Y!G\cdd]b['9j Ybh]b'XYb
Gcn]U'Yb'A YX]Yb'hY]'bY\ a Yb") 'Dfcnybh\UVYb'X]Yg'VYfY]hg'[YhUb"

? ca V]bUh]cb'j cb'C b`]bY!G\cdd]b['i bX
9]b_Ui Z'j cf'C fh

Cb`]bY!G\cdd]b['i bX'G\cdd]b['j cf'C fh]a ; YgW\ÀZh
j YfgW\ a Y'nYb']a a Yf'a Y\ f"6YfY]hg'gY\ f'ghUf_[Ybi hnh'k]fX'7`]W_
/ '7c`YWh" , VYf'X]Y'<À`ZhY'XYf'6YfU[hYb'f) , 'Dfcnybh\UVYb
gW\cb'cb`]bY'Y]b[Y_Ui Zhi bX'X]Y'K UfY'j]b'XYf':]]U'Y'UV[Y\c'h"8]Y
K UfYbj YfZØ[VUf_Y]h]b'XYf'Yk Y']][Yb':]]U'Y'ØVYfd fØZhYb') (
Dfcnybh'VYfY]hg'j cfUV'cb`]bY"'5i W\gY\ f'VY']YVh'F YgYfj Y /
7c`YWh"

(*'Dfcnybh\UVYb'DfcXi _hY'cb`]bY'fYgYfj]Yfhi bX'UbgW`]Y» YbX`]b
XYf':]]U'Y'UV[Y\c'h'i bX'[Y_Ui Zh'&%Dfcnybh\UVYb'j cf'C fh
Y]b[Y_Ui Zhi bX'g]W\X]Y'K UfYb'bUW\<Ui gY`']YZYfb`'UggYb"'GUa Y!
XUm\XY`j] Yfmi 'U`gc'X]Y'DfcXi _hY'cb`]bY'VYghY`Yb'i bX'bcW\Ua
gY'VYb'HU['Ui g'XYf'bÀW\gh[Y'Y[YbYb':]]U'Y`']YZYfb`'UggYb'
bi hnhYb'%+ 'Dfcnybh"i bX'%* 'Dfcnybh\UVYb'b]W\hg'XUj cb
j Yfk YbXYh"

8]Y'² ghYffY]W\Yf.]bbYb'g]bX'c ZYb'ZØf'j]Y'Y'X][]hU'Y'GYfj]W\g'i bX
ZØf'j]Y'Y'X][]hU'Y'6YnU\`a Ò[`]W\ _Y]hYb"'8 Ug'g]bX'X]Y'9f[YVb]ggY
i bgYfYf'U_hi Y`Yb'Ghi X]Y"' ð'i bgYfYb'j Yf[Ub[YbYb'Ghi X]Yb'ØVYf
XUg'?Ui Z] Yf\U'hYb'k À\ fYbX'XYf'dUbXYa]YVYX]b[hYb'@cW_Xck bg
\UVYb'k]f\YfUi g[YZi bXYbžXUgg'XYf'ghUh]cbÀfY'<UbXY`j Yfa]ggh
k i fXYž'U`g'Yf'[YgW\`cggYb'\UhhY"'i bX'k]Y'k]f'Yhnh[YgY\Yb
\UVYbž'X]Y'?cbgi a Ybh.]bbYb'g]bX'VYfY]h'ZØf'Y]bYb'X][]hU'YfYb
DCG ž'gc'C`j] Yf'C`gW\Yk g_]ž'; YgW\ÀZhgZØ\ fYf'XYf'C ZYf]ghU'; fci d
5i ghf]U"

6Ygi W\Yb'G]Y'i bg'Ui Z.'ZY]gW\i bXW\U"Uh