



2022 RTIH INNOVATION AWARDS REVIEW

Sook, Walmart, Ribble Cycles, Obsess, Jisp, B&Q, Cart.com, Compass Group, AiFi, Pets at Home, and TPP Retail were among the companies who emerged victorious at RTIH's 2022 retail technology awards.

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Now into their fourth year, the awards, sponsored by PMC, 3D Cloud by Marxent, FreedomPay, CADS, and Critizr, celebrate global tech innovation in a fast moving omnichannel world. We received a record number of submissions across 14 categories.

Our winners and highly commended companies were

announced during a sold out event that took place in central London during December and was attended by retailers, tech suppliers, members of our judging panel, and sponsors.

So, without further ado, here is the 2022 RTIH Innovation Awards hall of fame, together with judging panel comments. Congratulations to our latest entrants!

Bricks and Mortar Innovation – Sponsored by CADS

Shortlist:

Brain Corp
Deep North
Jigsaw and Mercaux
MiniGo
Musgrave and Pricer
Nudie Jeans and Sitoo
Ribble Cycles
Sook

WINNER: Sook

Sook takes vacant retail spaces and fits them out with a modular, digital fit-out which can be rented by any occupier by the hour.

The screens allow anyone to rapidly create a bespoke environment to showcase a product or service using digital content.

Sook maximises the utility of empty spaces with a platform that drives access for everyone (retail, amenity, community, wellness, art, meetup, education) at the same time as creating sustainable revenue for landlords.

The company gathers analytics for its occupiers which allows them to best understand how to use physical space as efficiently and effectively as possible.

Our judging panel said:

There aren't many things more depressing than empty shops on a high street, especially when it's at odds with the number of innovative SMEs desperate for a bricks and mortar base to interact with customers.

Sook realised this demand for physical space hadn't gone away, it just needed to solve the disconnect between brands and landlords while making it quick, easy and cost-effective for those brands to create a bespoke space.

As well as enhancing local communities and economies with these immersive pop-ups, it gathers analytics for its occupiers, allowing them to best understand how to use physical space as efficiently and effectively as possible.

Sook also claims to have placed great importance on sustainability with its offsite modular construction typically producing 30% less CO2 compared to a traditional shop fit and powering all its units using 100% renewable energy providers.

Finally, it's not just SMEs working with the company – Uber, Mastercard, Facebook, SumUp, Hard Rock, Tik Tok, Jagermeister, Depop and Raspberry Pi all have also sought it out as a solution for enabling physical spaces to thrive via innovative technology.

“ Sook realised that demand for physical space hadn't gone away. ”

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Supply Chain Innovation

Shortlist:

1MRobotics
Berkshire Grey
Fashinza
Focal
ProGlove
Quiet Platforms
Tapestry and e2open
Tesco/Starship Technologies

WINNER: Fashinza

Amidst the supply chain challenges and disruptions brought on by the Covid-19 pandemic, one company is on a mission to digitise the supply chain to make it more efficient, transparent, fast and sustainable.

Fashinza, an AI driven B2B marketplace and real-time global supply chain platform for fashion brands and retailers, has emerged to offer solutions for clients including Forever 21, Spencer's and Clovia.

Our judging panel said:

Improving the supply chain in fashion is the future, to reduce waste through better and fit and design execution. As well as saving costs for retailers they are impacting sustainability.

Payments Innovation – Sponsored by FreedomPay

Shortlist:

BEL
CellPoint Digital
Compass Group/AiFi
Grabango
InComm
Zippin

WINNER: Compass Group/AiFi

Compass Group has introduced Europe's first ever frictionless store in a workplace using AI powered computer vision technology so staff can buy items without waiting in line or stopping to scan and pay.

Using tech from AiFi, customers 'check in' then wander through the store and select food. They leave with their purchases and a receipt delivered to their phone.

Computer vision cameras convert the shopper into an avatar to anonymously track, adding selected items to the virtual shopping cart. No facial recognition or biometrics are used, ensuring privacy.

Our judging panel said:

The 'Tab, Grab, Go' Compass proposition is the first in the UK/I (and Europe) foodservice market and specifically in the leisure and entertainment sector and stadia (Leicester City FC).

Speed of service and payment are two key customer pain points which are addressed by a credit/debit tap and/or mobile app credit/debit mobile payment to enter the computer vision store. A world first to offer open poured pints in a computer vision stadia environment.

“ Improving the supply chain in fashion is the future, to reduce waste through better and fit and design execution. ”

⌚ A drinks reception kicked off the 2022 RTIH Innovation Awards event in central London.



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Most Innovative UK Retailer – Sponsored by Critizr

Shortlist:

B&Q
Boots UK & Ireland
Currys
Marks and Spencer
Tesco
The Very Group

WINNER: B&Q

B&Q is at the forefront of cutting-edge 3D visualisation, planning, and design technology. In 2022, it announced the largest and most comprehensive roll-out of 3D home

improvement design experiences in the market today.

The retailer didn't just deploy an app or service. It designed and deployed an entire 3D strategy that aligns with changing consumer behaviour.

It lays claim to being the first retailer to move away from an incumbent software solution that the industry has been using since the 1980s to a single SaaS-based kitchen, bathroom and bedroom/storage design platform for consumers and stores alike.

The benefit is a comprehensive and seamless design experience that puts customers at the centre. The initiative also includes a 3D kitchen, bathroom, and storage planner with virtual reality capabilities in addition to a series of mobile 3D product configurators for other products.

Our judging panel said:

The winner of this category needed to demonstrate it was the UK's most innovative, customer focused retailer this year, and in that respect, there was one clear winner.

B&Q has taken the sorts of tools available to architects, but arguably intimidating to most customers, and empowered them to make ambitious home improvements



PMC's Danny Rappaport kicks off a discussion panel covering the RTIH Innovation Awards winners and what they said about retail in 2022.

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with an immersive and interactive experience teeming with customisation and personalisation.

Enhancing the customer experience in this way only works if staff have the confidence and knowledge to use it themselves. B&Q demonstrated its commitment to the initiative – and its employees – by embarking on a large scale training programme in under six months.

The company has also launched a fulfilment service for brands requiring a UK distribution centre. The fully managed solution allows brands and retailers to ship goods in bulk to Secret Sales' UK warehouse. It handles picking, packing and D2C shipping and returns.

Secret Sales has also gone live in the Netherlands and Belgium as the first phase of its European roll-out.

Most Innovative Retailer (Rest of World)

Shortlist:

Amazon
A.S. Watson Group
Carrefour
Fanatics
Ikea
Walmart

WINNER: Walmart

Our judging panel said:

From drone deliveries to stocking up customers' fridges after gaining entry to their home through smart locks, Walmart is taking customer experience and convenience to the next level.

Omnichannel Retail Initiative of the Year

Shortlist:

emiigo
Furniture Village/Red Ant
Jisp
Lightspeed
Printemps
Ribble Cycles
Volumental
Zitcha

WINNER: Ribble Cycles

Ribble Cycles is at the forefront of the phygital revolution, creating a seamless omnichannel customer experience through the integration of physical retail brand showrooms and an e-commerce website.

HIGHLY COMMENDED: Volumental

Volumental not only scans a consumer's feet in a footwear retailer and matches them with perfect fitting shoes in the styles they want, but also uses the data to improve the shopping experience in-store and online.

Our judging panel said:

Omnichannel retail should leave no stone unturned when delivering a joined up customer journey and, in some cases, brands should go beyond what is reasonably expected to leave a lasting impression and seal a sale.

With that in mind, Ribble has taken the very best bits of its digital customisation and personalisation tools and brought them to life in a stunning live arena so customers can experience the same brand they've familiarised themselves with online, for real.

To go the extra mile, and transform a British brand into a global one, staff will connect with customers via a one-

Most Innovative Pureplay

Shortlist:

boohoo
FarFetch
PrettyLittleThing
Secret Sales
Vinted

WINNER: Secret Sales

A discount marketplace for fashion, sportswear and beauty brands, Secret Sales has launched a new reward offering in partnership with tastecard and Coffee Club.



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to-one showroom video call regardless of time zone. This is luxury car brand levels of detail and dedication – from a bike brand.

Volumental scans a consumer's feet in a footwear retailer and matches them with perfect fitting shoes in the styles they want, but also uses the data to improve the footwear shopping experience in-store and online.

The 3D scanners use computer vision, purchase data and AI "learned" from 34 million feet to recommend optimal sizes, brands and styles. The tech recommends footwear by matching an individual's foot scans to those of others with the same foot shape.

More than 80 brands including Under Armour, Hoka, New Balance, and Red Wing Shoes use the tech in 3,000 stores, seeing higher conversion, engagement, NPS metrics, and email address capture, as well as an 18% decrease in returns.

Volumental maximises omnichannel capabilities as a customer can go to a physical location to get scanned and enjoy the in-store experience, while their online experience gets enhanced by personalised offers.

⬇️ A festive themed three course meal is served.

Technology Vendor of the Year (UK)

Shortlist:

Anthill
Jisp
LoyaltyLion
Red Ant
Retail247
Rotageek
Xiatech
Zyler

WINNER: Rotageek

Rotageek is changing scheduling with its rota software.

But even creating schedules digitally doesn't guarantee they're as optimised as possible for both the workforce and the organisation. Enter Autoscheduler, the company's algorithm-based, AI driven solution that



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makes the impossible possible.

Used by leading retailers, it builds on the features of Rotageek's fundamental digital scheduling solution, to automate and optimise retail rotas.

Our judging panel said:

Autoscheduler from Rotageek is an algorithm-based, AI driven digital scheduling solution that automates and optimises retail rotas in the click of a button.

The company claims automated scheduling works better than people at rota making because it's almost impossible for a human to balance everything from supply and demand to fairness and optimisation rules.

Autoscheduler optimises schedules by creating and assigning shifts in tandem, generating millions of combinations of schedules and only proposing a final schedule where every shift is assigned to an employee.

The software analyses hundreds of variables including staff skills, availability, preferences, fairness and pre-defined rules. The final schedule reflects ever changing variables including staffing levels, budgets, internal policies and fairness.

Lush saved 8% of their staffing costs. O2 reallocated 6,300 of their labour hours without increasing their headcount. William Hill trebled its success rate in labour planning. The Perfume Shop saved managers an hour of admin time every week.

Technology Vendor of the Year (Rest of World)

Shortlist:

Lily AI
Loop
Mason
Nsign.tv
Obsess
Scanbot
ShipStation
SWIPEBY

WINNER: Obsess

Obsess is disrupting experiential e-commerce, using VR and AR technologies to give leading brands an entry point into the metaverse.

Founder and CEO Neha Singh and her team create immersive, 3D virtual store experiences for retailers and brands globally, including Ralph Lauren, Coach, NBCUniversal, Tommy Hilfiger, General Mills, NARS, Charlotte Tilbury, and American Girl.



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“ I really like the HyperFinity story. The founders in a short time have built a really interesting client portfolio and are profitable which is impressive. ”

Our judging panel said:

A hotly contested category where I shortlisted six finalists that displayed real innovation either working with or for retailers.

The best way to demonstrate something to someone who doesn't understand it is to show them what it can do, not how it works, which is why so much of the hype around Web3 and the metaverse gets lost in translation and leaves people asking, 'what is it actually for?'

Obsess builds virtual worlds that take e-commerce to unprecedented new levels, driving engagement, increasing conversion, and building brand loyalty, by simply making it way, way more fun and immersive to shop online.

The best bit? While digital goods, such as NFTs and cryptocurrencies, continue to leave great swathes of the population completely cold, with Obsess you're buying a physical product for real from brands you know and love, and maybe some you're yet to discover.

HIGHLY COMMENDED: Ocula Technologies

Ocula Technologies is a SaaS startup with the goal of allowing all retailers the opportunity to harness the power of AI to enable data driven decisions and quickly optimise its platform.

It wants to give retailers without in-house data science teams, the ability to access the benefits of AI and not get left behind by the likes of Amazon and Alibaba.

Our judging panel said:

I really like the HyperFinity story. The founders recognised the opportunity and have managed to bring it to life. In a short time, they have built a really interesting client portfolio and are profitable which is impressive. The service and solution sounds very credible.

Startup of the Year (Rest of World)

Shortlist:

Avataar
Cart.com
CM Robotics
ConverSight
Flowcode
refive
Serve Robotics
Shipium
Spacee
Zipline

WINNER: Cart.com

Omar Tariq founded Cart.com in November 2020 to level the playing field in e-commerce for brands of all sizes seeking to compete with the digital giants who dominate this trillion dollar channel.

The company brought to market an e-commerce-as-a-service platform that today supports 6,000 brands and 29 million products for retailers that range from adidas, Guess and Bare Minerals to born in the pandemic brands like HalfDays and Rowing Blazers.

The offering includes search and social feed management, omnichannel management, digital advertising, inventory management, online storefront and fulfilment.

Startup of the year (UK)

Shortlist:

be Retail Social
HyperFinity
Ocula Technologies
Personify XP
SeeChange
SEIKK

WINNER: HyperFinity

HyperFinity uses decision intelligence to help retailers sell the right products, to the right people, for the right price.

Retailers tap its software platform to make great commercial decisions across product range, pricing and promotion, marketing and media, e-commerce and supply chain.

← Rotageek pick up the Technology Vendor of the Year (UK) gong.



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Our judging panel said:

Cart.com enables brands to optimise their product listings, pricing and traffic, as well as their channel strategy by leveraging AI's predictive capabilities to show up on the channels where their customers are buying.

The good and bad of the gig economy is an ongoing debate, but I can't get the picture of countless bikes, mopeds, and cars dangerously zig zagging their way through city streets to deliver food out of my mind. It's madness for people and the planet.

There's something quite serene about a robot delivering dinner and if Serve Robotics can come good on its goal of reducing carbon dioxide emissions by more than three billion metric tonnes, the benefits far outweigh the drawbacks.

The company has proven its concept and its technology – beating some major players to the punch in the process – and when they call it a pivotal moment in the history of autonomy in restaurant innovation, I kind of believe them.

Technology Implementation of the Year (UK)

Shortlist:

Astrid & Miyu and LoyaltyLion
boohoo/Akeneo
Currys/Movable Ink
Motor Fuel Group/TLM Technologies
Pets at Home/TPP Retail
Skinnydip London/Wunderkind
VST/dunnhumby

“ There's something quite serene about a robot delivering dinner. ”

Retail247 take home the RTIH Editor's Choice Awards.



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WINNER: Pets at Home/TPP Retail

For many years, Pets at Home has invested in providing store colleagues with technology solutions to help serve customers' pet care needs. This resulted in store teams having multiple devices and many different technologies to use.

The objective of the shortlisted project was to re-imagine the store colleague experience and introduce a new solution based on creating a single device experience with a suite of in-house developed applications for customer facing and operational needs.

The Pets at Home team, with the support of technology partner, TPP Retail, has developed and delivered an entire software product from scratch within 18 months. Leveraging a single solution for all in-store applications, including apps to support buying a pet or joining a flea subscription programme.

Our judging panel said:

Being able to Marie Kondo your business to the benefit of employees, customers and bottom line is the Holy Grail.

From identifying and unravelling the mess to identifying and implementing a new, single source solution, and increasing ROI in the process, Pets at Home and TPP Retail have achieved some sort of retail nirvana for staff and shoppers.

customer centric approach and its focus on facilitating a frictionless experience.

Through personalisation, powered by MoEngage, it increased app activation rates by 51%, grew engagement by 27% and saw a two-fold increase in sales.

HIGHLY COMMENDED: NOBULL/Bluecore

NOBULL enlisted Bluecore with the goal of customising customer communications based on any product component, such as style, material, or type of product, to turn its one time buyers into not just repeat customers, but also true brand loyalists.

Our judging panel said:

MANO/MoEngage is the winner for me with an impressive focus on improving customer engagement, a key e-commerce focus area for 2022, and using data for decision making. Engagement up 27% and 2x increase in sales and operating in an immature market (a differentiator to the runner-up).

Whether you're a weekend warrior or a trained athlete, the goal of scoring a PB remains the same. The right kit can have scientific and psychological effects...sometimes we just want to look good.

But buying the right kit can be an absolute minefield, so anything that makes that journey smoother, faster and personalised to me is a winner in my book. Bluecore's solution hasn't just delivered sales for NOBULL, it's enhanced the brand's reputation with its existing community while attracting and retaining new customers.

Technology implementation of the year (rest of world)

Shortlist:

Assa Abloy/Akeneo
DoorDash/Social Mobile
MANO/MoEngage
NOBULL/Bluecore
Norrøna/Sitoo
Walmart/Focal

WINNER: MANO/MoEngage

MANO is an e-commerce brand specialising in ultra-fast grocery delivery in Africa.

In a market relatively new to the concept of grocery delivery apps, MANO is making its mark through its

Best Retailer/Technology Supplier Relationship

Shortlist:

Afresh/CUB
Carrefour/Pricer
Clekt/Spurs
Lounge Underwear/Patchworks
MillerKnoll/Marxent
Studenac/Wolt
Ted Baker/THRIVE
Vivino/AfterShip



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WINNER: Ted Baker/THRIVE

Ted Baker has launched THRIVE's Learning & Skills Platform.

Before, its learning methods were outdated. With 2,300+ employees spanning 560 global locations, 70% of whom aren't desk-based, it couldn't engage its people with important comms, learning opportunities, or each other.

Today, THRIVE has become the backbone of learning, communication and collaboration, helping the company achieve its goal of a united, engaged workforce across all locations, with content to support their personal lives and mental health too.

Our judging panel said:

A clear problem to solve was identified with Thrive demonstrating they wanted to understand the current issues via their Lab/Workshop approach and collaboratively developed a solution from there.

Refreshing to see technology helping 'staff' who sometimes get neglected in favour of the 'end user' customer. Good suite of results, measured over a 12-month period plus. It's clear both parties value the relationship, the tech solution and the way they work.


Overall Winner

WINNER: Sook

Our judging panel said:

An innovative way to create new customer experiences. Pop-ups can be expensive to execute and Sook have found a solution to reduce impact and costs.

“ Refreshing to see technology helping staff who sometimes get neglected in favour of the end user customer. ”

A few members of the 2022 RTIH Innovation Awards judging panel. 

RTIH Editor's Choice Award - SPONSORED BY 3D Cloud by Marxent

WINNERS: Jisp, Red Ant, Retail247

Jisp

Jisp, a money saving and rewards app, works across in-store, in-app and socially to connect shoppers to brands at local convenience stores in the UK.

In just one year, Jisp has seen thousands of shoppers make over 500,000 scans in-store, with 330,000 money saving vouchers issued and 292,000 redemptions made. Retailers offering Scan & Save have up to 1,200 shoppers using Jisp and achieving over £5,500



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every week in RSV, helping them drive footfall, spend, frequency and loyalty.

Not only that, but customers have saved over £345,000 from redemptions and have won a total of £10,000 in prize money from Scan & Save's competition Scan a Grand.

Retailers reward shoppers through Jisp, FOC, and this drives stronger engagement and sales to this store. Once a shopper redeems 25 products, they receive a £2.50 voucher to spend only in that store - regardless of the value of redeemed products. Once they reach 25, it resets and they can get another £2.50 to spend again and again. This is pitched as a Clubcard for independent convenience with a twist. It's store specific.

Our judging panel said:

By bringing online CX into in-store experiences, Jisp not only provides real benefits for the consumer but also a multitude of data for the retailer.

Just a few years ago the hyperlocal loyalty market was both brand new and also becoming crowded with a few entrants, but by focusing on the CX and making the

experience almost online like whilst offering real in-store benefits, Jisp has come to take control of a very difficult and complex market.

It should also be noted that the high street loyalty market is a very difficult one to operate in.

Retail247

In the past year, Retail247 has launched its stock solution Quantum.

The company designed and built it from the ground up. Whilst many of the transactions it creates, processes, and manages are recognisable, it operates in a framework where stock accuracy is considered to be critical, and selling channels are all of equal relevance and importance.

Quantum is already proving popular with retailers, and Reiss and Crew Clothing are using the platform and reporting significant business benefits from it.

Our judging panel said:

Retail247 is focused on technology and operational process transformation in the retail sector. It brings together skilled and experienced retail resources to deliver pragmatic, business engaged solutions and services.

Representing the retailer, the company has delivered a number of projects including RFID, ERP and process consultancy. It can support in-house teams with dedicated and flexible resources and has a suite of intelligent and innovating solutions of its own.

It allows technology to enable rather than inhibit and has a scalable product information management solution (Origin), a stock transaction management platform (Quantum), as well as other solutions and services.



“ By bringing online CX into in-store experiences, Jisp not only provides real benefits for the consumer but also a multitude of data for the retailer. ”

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Through technology and process challenge, Retail247 enables modern, omnichannel retailing.

Red Ant

Red Ant partnered with Furniture Village to create an endless aisle and clientelling solution which allows customers to browse and shop across multiple channels.

Its solution enhances the customer's journey in-store, on the website, or live chatting with an agent. Red Ant integrated current data and systems into its RetailOS platform, to create a personalised omnichannel experience.

The solution was piloted in five stores within eight weeks and rolled out to the rest of its 52 stores within months.

Our judging panel said:

From enabling Furniture Village to deliver a seamless omnichannel experience for customers to having a female dominated team of technology advisors and walking the talk on diversity and inclusion, Red Ant are worthy winners.

“ Through technology and process challenge, Retail247 enables modern, omnichannel retailing. ”

Worthy winners: Pets at Home and TPP Retail

