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Sam's Club deploys AI-powered receipt verification to exit stores

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Sam's Club has made significant progress in its rollout of technology that resolves concern receipt verification to exit the store. The retailer's application of artificial intelligence and computer vision technology has been successfully deployed in more than 120 clubs since first unveiling it at the Consumer Electronics Show in January.

Sam's Club said its exit technology is used to seamlessly confirm members have paid for all items in their shopping carts without requiring an associate to check members' purchases before leaving the club.

Sam's Club said its rapid deployment of its exit technology represents one of the largest-scale implementations of member-facing AI-powered technology in the retail industry. The retailer's announcement of reaching the milestone of deploying at 20 percent of its clubs in the first quarter comes as other retailers have struggled to deploy similar technology at scale, with some abandoning efforts, just starting initial pilots, or have not shared plans to enhance customer experiences through checkout and store exit technologies.

In clubs where the technology has been deployed, more than half of members are getting the friction-free exit experience. This translates to all members leaving the club 23 percent faster. Sam's Club plans to deploy the exit technology to all of its clubs by the end of 2024.

"I'm incredibly proud of the innovation and dedication of our team to deploy this member experience technology at scale," said Todd Garner, chief product officer at Sam's Club. "Both exit technology and Scan & Go are driving new levels of convenience and raising member satisfaction among members. What distinguishes Sam's Club from our competitors is our ability to seamlessly deploy this technology at scale across our nearly 600 clubs nationwide. Whether it's a single item or a cartful, we're revolutionizing the checkout experience."

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