Supported by

Card&PaymentJobs

RETAIL TECHNOLOGY SHOW 21-22 April 2027 Excel, London

Retail Systems awards 2026

Celebrating excellence and innovation in the retail sector

The 2026 Awards winners

www.retail-systems.com/awards

Welcome

Welcome to the Retail Systems Awards 2026 winners brochure.

The Retail Systems Awards continue to provide an important opportunity to recognise the organisations, teams and individuals driving innovation across the retail technology sector. As retailers navigate a period of continued economic pressure, changing consumer expectations and rapid technological advancement, this year's winners demonstrate how innovation is helping businesses become more resilient, efficient and customer centric.

The breadth of this year's winners reflects the pace of change across the industry. From artificial intelligence, data analytics and composable commerce to payments, fraud prevention, logistics and in-store technology, the awards showcase the solutions transforming every stage of the retail journey. Equally, the recognition of achievements in customer experience, workforce innovation, sustainability, community impact and strategic partnerships highlights that success in modern retail depends not only on technological excellence, but on delivering meaningful value for customers, colleagues and society.

This winners brochure celebrates the outstanding organisations and individuals recognised at the Retail Systems Awards 2026. Their achievements demonstrate the creativity, collaboration and technical expertise that continue to shape the future of retail, setting new benchmarks for innovation across the sector.

On behalf of Retail Systems, I would like to thank all of our entrants, judges, sponsors, partners and attendees for their continued support of the awards. Your commitment helps ensure that the exceptional work taking place across the retail technology community receives the recognition it deserves.

Congratulations to all of our winners and finalists. We look forward to celebrating the continued evolution of the retail technology sector and the innovations that will shape the industry in the years ahead.

Jonathan Easton Editor, Retail Systems

Congratulations!

Judges


Jonathan Easton
Group Editor
Retail Systems


Ruth Arber
Senior Industry Manager for Retail
Pinterest


Oliver Banks
Retail Transformation Director & Consultant
OB&CO


Veena Giridhar Gopal
Investor Operator


Aravind Muralidharan
Engineering Leader


Moses Odutusin
Senior Software Engineer
Co-op UK


Claire Wallis
Consumer Goods and Retail Director
BearingPoint


Tim Walpole
Head of Data and Creative Technology
Retail Trust

Retail Systems awards 2026

Retail Systems awards 2026

Winners Gallery

RETAIL RISING STAR OF THE YEAR

Eva Bacsi, Antavo AI Loyalty Cloud

ONLINE INNOVATION OF THE YEAR

Red Technology UK

TECHNOLOGY PROJECT OF THE YEAR

Itim Group and The Entertainer

CUSTOMER EXPERIENCE INNOVATION OF THE YEAR

AS Watson and The Perfume Shop

QSR TECHNOLOGY INNOVATION OF THE YEAR

Orquest

IN-STORE TECHNOLOGY OF THE YEAR

Focal Systems

RETAIL PARTNERSHIP OF THE YEAR

Quinyx and HMV

MOST DISRUPTIVE RETAIL TECHNOLOGY

Tata Consultancy Services

DATA ANALYTICS-DRIVEN RETAIL AWARD

QuantSpark

E-COMMERCE SOLUTION OF THE YEAR

Constructor

E-COMMERCE TECHNOLOGY VENDOR OF THE YEAR

Patchworks

OMNICHANNEL SOLUTION OF THE YEAR

AS Watson and The Perfume Shop

Retail Systems awards 2026

OMNICHANNEL TECHNOLOGY VENDOR OF THE YEAR

Sitoo

SUSTAINABLE RETAIL AWARD

Kindly of Brighton

ONLINE MARKETPLACE AND PLATFORM COMMERCE OF THE YEAR

Tradebyte & itim Group

COMMUNITY AND SOCIAL IMPACT IN RETAIL

The Pennies Foundation

HOSPITALITY TECHNOLOGY AWARD

Evolve

LOGISTICS AND SUPPLY CHAIN INNOVATION AWARD

Tata Consultancy Services and Primark

MOBILE INNOVATION OF THE YEAR

Antavo AI Loyalty Cloud and Flying Tiger Copenhagen

RETAIL WORKFORCE INNOVATION AWARD

Orquest

POINT OF SALE TECHNOLOGY OF THE YEAR

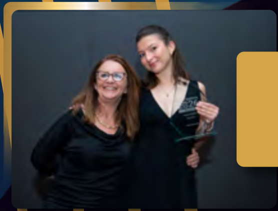
Tata Consultancy Services and OmniStore

INNOVATIVE PAYMENT SOLUTION OF THE YEAR

Snap Finance

HEADLESS AND COMPOSABLE COMMERCE IMPLEMENTATION OF THE YEAR

PMC



PAYMENTS SYSTEM OF THE YEAR

Brite Payments

CONTACT CENTRE AND DIGITAL SERVICE INNOVATION

8x8

PAYMENTS INNOVATION AWARD

Chargebacks911

Retail Systems awards 2026

FRAUD PREVENTION SOLUTION OF THE YEAR

Ecommpay

ENTERTAINMENT & LEISURE TECHNOLOGY OF THE YEAR

Antavo AI Loyalty Cloud and Canela Media

Retail Systems awards 2026 Winner

IMMERSIVE RETAIL EXPERIENCE AWARD

PropTexx

ARTIFICIAL INTELLIGENCE PROJECT OF THE YEAR

invent.ai

CUSTOMER LOYALTY PROGRAMME OF THE YEAR

Morrisons

DELIVERY SOLUTION OF THE YEAR

Scurri

WINNER

Customer Loyalty Programme of the Year

Morrisons More Card with Eagle Eye

More Card

eagleeye

Judges' comment:

"Swipe rates up, good transaction growth, great number of new wallets and the multi-mechanic approach keeps it interesting."

Loyalty programmes can help a brand incentivise repeat custom while gathering valuable data to ensure customers are getting the deals most valuable to them. This is especially true in an intensely competitive market like groceries.

Against this backdrop, Morrisons set out to modernise its loyalty proposition. Its ambition was not simply to refresh its current More Card offering, but to create a scalable, data-driven loyalty ecosystem capable of delivering continuous innovation, rapid deployment of new use cases, and measurable behavioural change at scale.

To achieve this, Morrisons partnered with retail software provider Eagle Eye to evolve its Morrisons More Card into a modern, multi-mechanic loyalty programme that supports a broad and growing range of customer use cases.

Its updated capabilities combined traditional points-based rewards that can be converted in £5 increments with AI features including gamified personal offers to incentivise incremental spend and personalised promotions.

The card also introduced an element of chance through surprise rewards when scanning the card at checkout and an in-app 'spin-to-win' campaign for users who spend over £10.

Eagle Eye's AIR platform allows Morrisons to rapidly deploy, test and optimise these initiatives, which supports frequent promotional cycles and continuous innovation.

The success of the new campaign speaks for itself. In the first 18 months of its relaunch between 2023 and 2024, loyalty swipe rates increased from 47 per cent to 65 per cent, reflecting stronger value perception and programme penetration.

This trend continued, with loyalty transactions growing by 20 per cent in 2025, demonstrating strong momentum and customer adoption, while the 3.2 million new wallets created the same year showcased the appeal for new customers.

Its AI-powered personalised offers delivered a return on investment of three to one, with over one million users, underscoring the power of AI-driven personalisation in driving incremental spend.

Its gamified and chance-based elements have driven measurable increases in digital engagement and shopping frequency by layering these dynamics over core loyalty mechanics.

These outcomes demonstrate clear behavioural shifts, strong commercial impact, and continued growth in the programme's effectiveness as a strategic business driver.

In their commentary, the judges highlighted the increase in use the new programme generated, adding that "the multi-mechanic approach keeps it interesting".

Retail Systems awards 2026

WINNER

Innovative Payment Solution of the Year

Snap Finance UK

snap finance

Judges' comment:

"This AI-driven integrated POS solution could be a game changer in the Payment industry."

Snap Finance UK's efforts to make retail finance more accessible have earned it the Innovative Payment Solution of the Year award at the Retail Systems Awards.

Since entering the UK market in 2017, Snap set out to fix a long-standing issue in retail finance. Millions of consumers with limited credit histories, fluctuating incomes or lower credit scores are often unable to access traditional point-of-sale finance, resulting in lost sales for retailers and frustration for customers.

Snap has sought to bridge this gap through a technology-driven approach that combines AI, Open Banking and advanced affordability assessments to provide finance options tailored to individual circumstances.

A key development has been SnapFlex, the company's personalised finance that brings together both interest-free and interest-bearing credit within a single application journey. Rather than relying solely on conventional credit scoring, SnapFlex uses machine learning and affordability data to match customers with suitable finance options.

The company also has a virtual card and Snap Wallet mobile app, extending point-of-sale finance beyond a single transaction. Customers can make purchases across Snap's retailer network within a 30-day period and consolidate repayments into one instalment loan. Integrated with Apple Pay and Google Pay, the solution works seamlessly across online and in-store environments.

Underpinning these innovations is Snap's proprietary Income Portal, which combines Open Banking, credit bureau data and digital income verification, including HMRC and Universal Credit information. This enables a more complete assessment of affordability and has helped increase approvals for customers who may previously have been overlooked by mainstream lenders.

The impact has been significant. Since the introduction of SnapFlex, the company has reported substantial increases in applications, approvals and conversions. The launch of the virtual card and Snap Wallet has also driven strong growth in funded loans, customer completions and overall utilisation.

Retailers including Simba Sleep, Bensons for Beds and Euronics have highlighted the benefits of the platform, citing improved approval rates, reduced basket abandonment and a straightforward implementation process that requires minimal development effort.

By broadening access to finance, simplifying checkout journeys and helping retailers convert more customers, Snap Finance is a worthy winner for demonstrating how technology can create a more inclusive and effective retail payments ecosystem.

Q&A

Retail Strategy Q+A with Andy Smith, Chief Executive Officer at Snap Finance UK

Andy Smith, Chief Executive Officer, Snap Finance UK

What is the biggest challenge retailers face as they consider offering their customers retail credit?

Ensuring customers have access to the right type of credit, not just credit itself, is always a challenge. Each year, more than nine million UK adults face rejection, and more than five million are credit invisible with insufficient histories. At the same time, the market remains heavily weighted toward interest-free products, which many of these consumers cannot access. This creates a clear credit suitability gap. Without flexible options, such as lower payments over longer terms, many customers are left without viable choices, leading to missed sales and continued financial exclusion.

How can Open Banking support inclusive credit?

Open Banking enables a more accurate and current view of a customer's financial position. By using transaction-level data alongside sources such as HMRC and Universal Credit, lenders can assess affordability beyond traditional bureau data. This allows more customers to demonstrate their ability to repay, particularly those with non-standard income or limited credit history. Importantly, it gives customers the choice to share additional data to access better outcomes, leading to more informed decision making and improved access to suitable credit.

In what ways can AI improve lending decision making?

While credit decisioning ultimately sits with the lender, retailers play an important role in enabling better outcomes through the technology they adopt and the partners they choose. By integrating with lenders like Snap, that use advanced machine learning and data-driven decisioning, retailers can offer more accurate, inclusive and responsive credit options at the point of sale.

How does Snap Finance UK see POS credit changing?

POS credit needs to evolve to become more flexible, inclusive and aligned to real customer needs. This includes offering a broader mix of products, not just interest-free options, and ensuring terms reflect affordability. Greater use of data and technology will be key to improving access while maintaining responsible lending. The direction of travel is towards more personalised, digital solutions that give more customers access to appropriate credit at the point of need.

WINNER

Contact Centre and Digital Service Innovation

8x8

8x8 has been recognised in the Contact Centre and Digital Service Innovation category at the Retail Systems Awards 2026 for its work with Motus Commercials to transform the way the commercial vehicle retailer engages with customers across its network.

As the UK's largest independent commercial vehicle dealer group, Motus Commercials supports thousands of businesses that depend on keeping vehicles on the road. Its customers include logistics operators, construction firms and retailers. For these customers, fast and reliable customer service is essential.

Customer engagement was previously spread across nine separate telephony systems, creating inconsistencies between locations and making it difficult to deliver a unified experience. Staff had to manage multiple systems while remaining mobile, resulting in missed calls and fragmented customer journeys.

Working with its technology partner EfficiencyIT, Motus selected 8x8 to create a single communications and customer experience platform bringing together voice, messaging, analytics and collaboration tools. The project created a connected customer service ecosystem supporting both physical and digital interactions.

A key part of the transformation was the introduction of omnichannel engagement. Customers can now contact Motus by phone, SMS or WhatsApp, allowing them to send photos of replacement parts instead of describing them over the phone. Mobile tools also allow frontline employees to remain connected while moving around workshops and customer-facing environments, ensuring enquiries can be answered wherever staff are working.

Behind the scenes, AI-powered routing, intelligent queuing, callback functionality and real-time analytics have given Motus greater visibility across its operations, while speech analytics and quality management tools help improve consistency across all locations.

The results have been significant and more than 90 per cent of service targets are now being met. Some 85 per cent of calls are answered within 30 seconds. Employees have also benefited from greater flexibility and reduced administrative pressures, while platform consolidation has lowered operating costs.

The project shows how modern contact centre technology can improve operational efficiency and customer service. By unifying communications across its network and introducing flexible digital engagement channels, 8x8 has helped Motus Commercials modernise its customer experience and build a platform ready to support future growth.

Judges' comment:

"This entry sets out a clear problem with measurable results - with great reduction in call abandonment directly impacting revenue."

Save the date

Retail Systems Awards 2027

23 June 2027
London