

Dixons Carphone Plans Zero Contact Retail

Written by Frederick Douglas
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Dixons Carphone prepares for zero-contact retail in the age of the coronavirus (aka Covid-19) pandemic with the launch of ShopLive, a personal shopping service to connect customers with employees in Currys PC World outlets.



ShopLive allows customers browsing the [currys.co.uk](https://www.currys.co.uk) website to chat with store employees via popup video link on select webpages. The service provides advice on laptops, TVs, washing machines and refrigerators, and the retailer says everyone, including vulnerable customers, can benefit from in-store expertise remotely. The dedicated shopping experience will be available within stores once the government eases restrictions on shop closures.

In addition, once restrictions are lifted a number of Currys PC World stores will adopt a front-of-store trading concept-- meaning customers can access part of the outlet and interact with salespersons from behind screens while observing social distancing. Another concept involves a zero contact Drive Thru model, allowing customers to drive to stores with dedicated parking and pay for and pick up purchases without leaving the car.

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"Our vision is to help everyone enjoy amazing technology, and the entire business has been focused on what we can do to help customers both now and when the government announces it's safe for us to open our stores again," Dixons Carphone says. "We want to provide the best service for all our customers, whether they are unable to visit us and are among the most vulnerable, want the convenience of a live shopping experience at home, or want to visit our stores safely."

Go [Currys PC World Launches Live Video Shopping and Blueprint for Safe Shopping](#)