



Checkout-Free Brings 70% Revenue Growth to DFW's Fort Worth Magazine Travel Store

Dallas-Fort Worth (DFW) International Airport is the country's second busiest airport serving 62.5 million passengers in 2021 alone. It has a track record of giving travelers superior in-airport experiences and its vendor partners are encouraged to innovate to stay ahead of customer expectations.

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First-time shoppers are mesmerized by how easy and fast the store is, which converts to a 47% increase in average transaction value.”



Additional Benefits

US retailers typically experience 1.4% revenue loss due to shrink, something all retailers face but few talk about. “By collecting payment upon entry and having visible cameras, Zippin’s technology has virtually eliminated shoplifting for us,” said Puente.

Zippin technology has also changed the role of the store associate. By removing friction from the shopping experience, staff can focus on providing a higher level of customer service, building meaningful connections with shoppers.

The Challenge

Gina Puente, owner of Puente Enterprises and 30-year veteran retailer at DFW, explained that while airport shopping is a service, not a feature, the experience hasn’t always been ideal. During rush hour, traditional checkouts might result in lines 20 persons deep, or more. “You wouldn’t believe how many people I’ve seen miss their flights over the years, or simply abandon their purchases to catch their flight due to long lines,” explains Puente.

Puente saw an opportunity to transform the traveler and airport employee experience by turning to checkout-free technology for her new store, “It was high time for someone to reinvent the way the newsstands operate. When I learned about Zippin, I knew it was the right choice for our business and to stand out as an innovation leader.”

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Gina Puente
Owner & CEO
Puente Enterprises

The Zippin Solution

Puente Enterprises’ new Zippin-powered convenience store opened in July 2022 as part of the DFW International Airport Terminal C renovation project. Located at gate C35, it’s an impressive 1,400 square feet, selling 1,000 SKUs ranging from grab-and-go drinks and snacks to electronics, travel-sized personal care items, and Texas souvenirs - catering to a variety of travelers’ needs and wants.

While going checkout-free gives travelers a “wow factor,” the decision to go frictionless wasn’t just for innovation’s sake. Puente explains that most customers prefer contactless and frictionless shopping experiences, including time-strapped airline employees. Checkout-free is also helping solve hiring challenges, which is especially difficult at airports due to additional background checks and other regulations. With Zippin, the store requires fewer associates who become customer service representatives instead of being tethered to a register.

When asked why she selected Zippin, Puente highlighted the platform’s flexibility and the freedom to run the store how she wants, versus having to conform business processes to adapt to new technology. The Zippin team worked very closely with Puente’s team to get this innovative new store off the ground.

The Results

Since opening, Fort Worth Magazine has seen ongoing business benefits. Revenues have grown 70% since opening in July, at a rate of 33% per quarter. At first, Puente wondered how comfortable travelers would be with using this technology. A continuously rising shopper count and 91% in-store conversion rates show high customer adoption rates. To date, the store has achieved:

↑33%
Increase in
Revenues per Quarter

↑47%
Increase in
Average Transaction
Value

↓25%
Decrease
in Payroll Expenses

🔄91%
Customer
Conversion Rate

💰\$0
Eliminates cumbersome
cashwrap design, gaining selling
floor capacity

🕒2.4m
Average Time
in Store

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