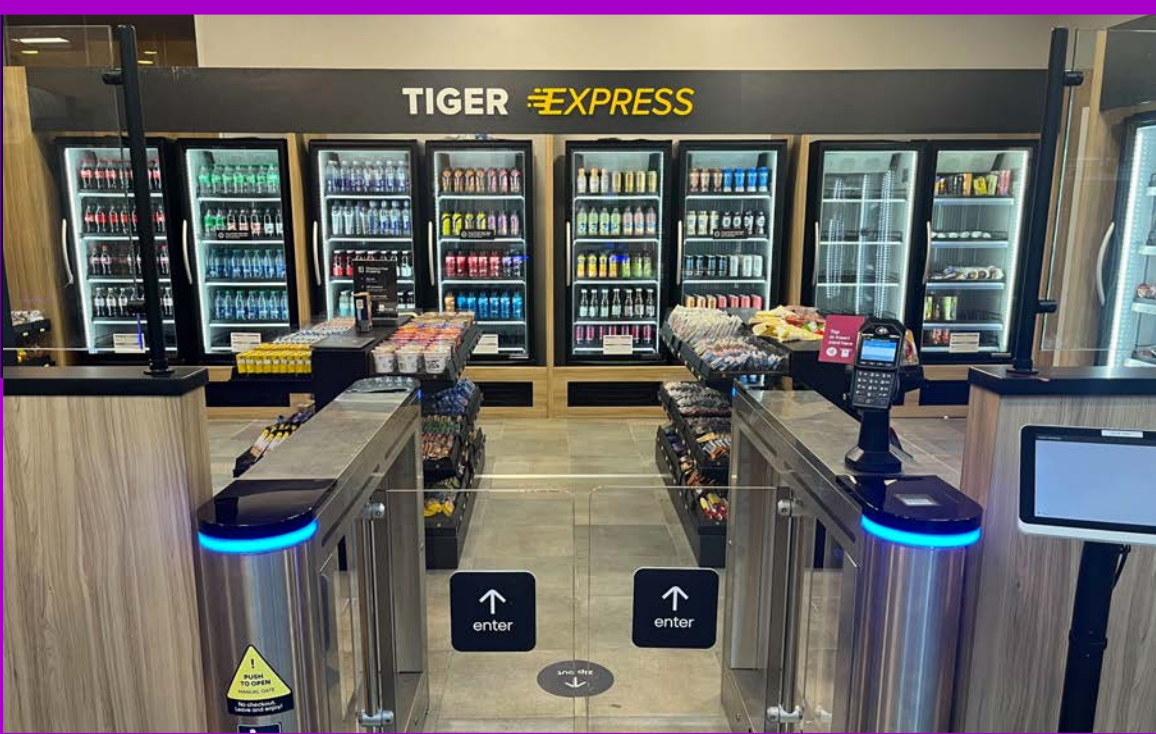




I really like the new store being open 24 hours. It's a really good addition to campus and it's super accessible." Towson University student, class of 2024

Towson's Zippin Store Thrives with 21% Off-Hours sales

Towson University, just outside Baltimore, Maryland, has a rich 150+ year history of innovation and academic excellence. With a diverse community and top-notch faculty, it's nationally recognized for its dynamic learning environment where students can thrive both academically and personally, shaping tomorrow's leaders.



Results

Tiger Express sees over 21% of sales during off-hours, when the store was previously closed. Student card payments account for more than 57% of total sales, underscoring the importance of the Atrium Campus/ Zippin payments integration.

The first month's sales were 20% higher than last year, even with last year's sales inflated with student 'meal dumps' (students spending expiring meal dollars in-store). TU switched to all-access meal plans, so this year's sales don't include these excess purchases.

Student adoption is on the rise. Six months after opening, monthly sales have grown by 35%, with an average repeat shopper rate of 30%, almost double the initial percentage.

The Opportunity

Towson University (TU) wanted to address a pressing need among its student body: a lack of late-night food options on campus. They went looking for an autonomous store solution that could operate 24/7 with minimal staffing, aligning with students' round-the-clock schedules. The goal was to retrofit an existing campus store with checkout-free technology that would accept multiple payment methods, including student funds on campus cards.

TU partnered with Aramark Collegiate Hospitality on plans to convert an existing market in the West Village Commons into a checkout-free store. The team selected Zippin's checkout-free platform and collaborated with Atrium Campus, their campus card provider, to ensure students could pay with their student IDs.

A direct integration was developed between Zippin and Atrium so student accounts (used for most purchases across campus) would be accepted in-store, in addition to traditional payment methods like credit cards. This would ensure a user-friendly guest experience that wouldn't require an app to shop at the store.



The convenience offered by Tiger Express makes it easier for our students to purchase what they need, when they need it. We anticipate its popularity will continue to grow on campus."



Vernon Hurte
Towson University
VP of Student Affairs

The Zippin Solution

The opening of Tiger Express in November 2023 marked the first campus store to combine Zippin's checkout-free technology with Atrium Campus' card management solution. Students simply walk in with their OneCard, select whether to use *Dining Dollars* or *Doc Dollars*, grab what they need, and leave. Zippin's checkout-free platform leverages a combination of AI, computer vision, and sensor fusion to determine what's purchased. Upon exiting the store, student purchases are automatically charged to their accounts. Guests can also pay with credit cards or mobile wallets. This innovative technology eliminates checkout queues and enhances the overall shopping experience, aligning with Towson's commitment to innovation and student satisfaction.

Because the store operates 24/7, Tiger Express required an external door to allow entry and exit to the store when the rest of the building is closed. Working together, the team installed the Zippin technology, created an interface to support Atrium Campus card payments, and designed a planogram for the store layout. This collaborative approach underscores Towson's commitment to leveraging industry leaders to enhance the student experience. The store delivers round-the-clock convenience while eliminating the hassles of the traditional checkout process.

Results by the Numbers

