Headless Retail: Dash Buttons

Innovative technology designed to increase convenience for customers is a proven accelerator of e-commerce growth. In fact, 62% specifically state the ease of finding a certain item and 61% time saving as reasons for buying online.[*]

Enable your customers to make purchases without disrupting their routine by offering headless touchpoints for pivotal situations. IoT touchpoints for recurring purchases will simplify the customer journey and increase your average order value and customer loyalty.

A great start to optimize the customer journey with IoT is through the use of Dash Buttons. Dash Buttons are easily installed and can introduce your customers to the idea of headless retail.

If later you decide on expanding your shop to even more additional touchpoints, Spryker's Glue API will allow you to personalize any front-end like voice, mobile apps, bots, smart devices, and any future innovations.

How it Works

In most cases, Dash Buttons are used for recurring purchases of a single item. They are connected to a user account and are programmed for the order of a specific product in a certain quantity. For improved convenience, you can place or attach Dash Buttons, or similar technology, on devices to give the customer an easy way to indicate a reorder. When the situation arises, all there is to do is push the button.

Usually, Dash Buttons do not initiate an order but place the item in the cart of the connected e-commerce system. This way, no multiple or accidental orders can happen, and the customer has a final approval process by completing the checkout of the item manually.

The Spryker Demo

In the Spryker Dash Button demo, the e-commerce system and the Dash Buttons are connected through the Spryker Glue API. Make sure to take advantage of our headless approach to simplify key steps of your purchasing experience.

The convenience of Dash Buttons is the possibility to place the items in your cart when you realize the need for it – eliminating the need to write down or remember orders.

Minimum Features & Products Needed

Cart	Checkout	Spryker Glue API
Cart Functionality & Calculations	Multi-Step Checkout	The Spryker Glue API is the interface that connects the dash buttons to the Spryker System
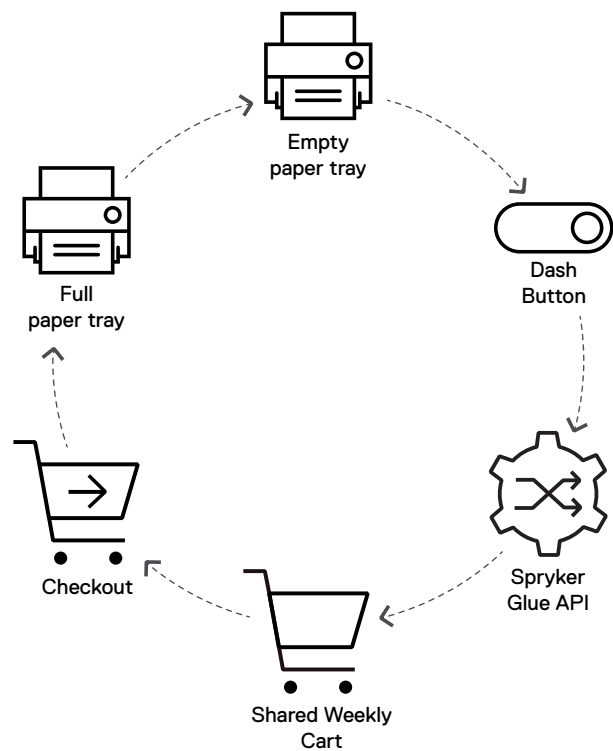
For example, Spryker looked at simplifying the reorder of printer paper. A Dash Button, connected to your online store, is placed on a customer's printer. When the customer runs out of printer paper, they can simply push the Dash Button which will prompt your shop to place printer paper in their online Cart. Your customer can even program this step to activate the order in a specific Cart, like 'Shared Weekly Cart.'

The checkout occurs manually in the online shop to ensure supervision of the order and to avoid multiple accidental orders. The approval step can, of course, be handled with other IoT devices like voice or smart-watch for better convenience.

New Opportunities When Connecting Dash Buttons to Spryker

Vendor lock-in your customer
Create a continuous purchase relationship with your customers through an easy reordering system like the Dash Button. This device decreases the likelihood of switching vendors and will eliminate the stress of finding a new supplier for your customer. Why go online and look for a supplier if you can have everything taken care of with one button?

Diversify by offering additional services
Dash Buttons can do more than just place products in your cart. They can be used to order or book certain services right at the spot where they are needed, e.g. the repair of an elevator or a printing machine. Depending on the industry you are operating in, the sale of a high-maintenance product can be bundled with a Dash Button. This ensures the required upkeep will be handled by you as well.

Be prepared for future innovations
Investing now into the Dash Button technology and establishing processes will keep you competitive and set you up for future innovations. Once appliances are being connected to a smart home network, it is expected that hardware manufacturers will start to have built-in ordering buttons. You want to be the preferred partner for the built-in connectivity.

Virtual Dash Buttons
Dash Buttons don't have to be physical. Empower brands that are sold in your store to include Virtual Dash Buttons directly on the store's website or app. This way interest for a brand can be easily converted into a purchase.

Gain real insights through valuable purchasing data
Once the vendor lock-in effect takes hold and you become the sole supplier of an item, you can observe and map out purchasing behaviors. The ability to predict and estimate purchases allows you to adjust your production needs, create bundles, or even change your packaging by recognizing patterns that were not visible before.

Introduce new order models
The functionality of Dash Buttons prepares customers for new and innovative ways of replenishing everyday items – ideally with the customer not even having to place an order by themselves. Replenishment subscription models are already soaring and make up a large portion of all e-commerce subscription offers. Near-field communication (NFC) tags on a device, like your fridge, can take you to the predetermined product selection of an online shop with just a tap.

Spryker

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