

BOPIS FULFILLMENT SPOTLIGHT

Retailer Adds Buy Online Pickup In Store

Being a “test and learn” organization, a large Fortune 500 Retailer with nearly 1,800 stores and a history of evaluating new services, began looking for the best way to fulfill their online customer orders. Relying on customer feedback to drive results and improve the customer experience, buy online pickup in store (BOPIS) quickly proved to be a win-win and was rolled out to all their store locations. BOPIS allowed the customers to ensure their desired items were available for pickup when they arrived at the store.



LOCKER SOLUTION REFINES BOPIS PROCESS

Package Concierge® partnered with the retailer to further refine their customers' BOPIS experience. For the provided solution, we designed, engineered, and manufactured the hardware and software for the automated retail locker systems, which were installed in multiple store locations. With a goal of improving BOPIS order fulfillment efficiency and increasing customer satisfaction, systems were installed both inside and outside the store, which allowed the retailer to trial multiple options simultaneously and gain valuable insights quickly.



The feature-rich automated retail locker solution included:

- Custom locker compartment sizes to accommodate the retailer's unique merchandise mix
- Intuitive BOPIS deposit work-flow and process automation that saves the store an estimated five minutes per transaction
- Self-service pick-up for customers which takes seconds to complete
- Custom store branding for each locker includes exterior wrap and specialized kiosk screens
- Graphic online portal which provides system/customer/order management
- The ability to integrate via REST + JSON API or execute manual transactions



THE RESULTS

The Retailer was pleased with the results of the automated locker test for their BOPIS order fulfillment, and their customers agreed:

"Checking out at the kiosk was literally **instantaneous**."

"I wish all stores did this."

"I liked it for online pickup orders **better** than any other store's system I've used."

"Wish I could get all my online orders this way!"

"The process was **easy** and **convenient**!"

"Great to be able to pickup merchandise beyond routine store hours."

"It was **simple** - show the code, open the locker and go."

"This was so easy to use; makes me **love** the store even more than I already did."

Source: Internal 2019 Customer Satisfaction Responses

Trial Locker Program Adds Customer Convenience

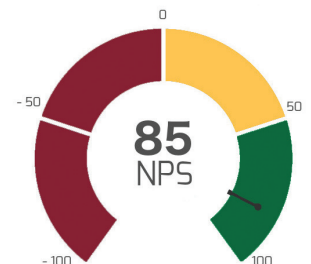


Throughout the Retailer's trial locker program, customer feedback showed that 91% felt it was faster to retrieve their items from the automated locker than from the service counter. Providing greater speed for the nearly 70% of online purchases that are picked up in store is an added convenience for customers.

Customers Love the Automated Retail Lockers!

A net promoter score (NPS) higher than 50 is considered excellent. Achieving an NPS of 85 proved their customers loved using the lockers; in fact, 93% of their customers said they would use the locker again.

Source: Customer Guru 2018 (NPS); Internal 2019 Customer Satisfaction Responses



Retailer Locker NPS

START YOUR OWN TRIAL PROGRAM!

1

CONSULT

Set up a personalized consultation.

2

PLAN

We create a personalized trial plan.

3

DESIGN

Customize the lockers with your branding.

4

INSTALL

We install your system and train your staff.

LEARN MORE:

[PACKAGECONCIERGE.COM/RETAIL](https://packageconcierge.com/retail)

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