

5 ways going digital can supercharge value from click and collect

Customers love click and collect, and those who use it have the potential to be your most profitable. But fulfillment's expensive and fraught with potential pitfalls. The answer's innovation. And making your business more digital can help you deliver great customer experiences and increased sales – while reducing your costs.



Data Mining

Click and collect costs can mount up. By tracking customer behaviour in-store, you can make better informed decisions on how to evolve your fulfilment strategy, including direct dispatch offers.



Queue Cutting

Set up your free in-store Wi-Fi to recognise click and collect customers and alert your team, directly or via your app. This can cut waiting times, avoid queues and deliver great personalised service.



Returns

Returns are an inevitable part of the click and collect model. Offering in-store try on facilities and empowering staff with alternative SKU suggestions help make returns a hassle-free experience and cut costs.



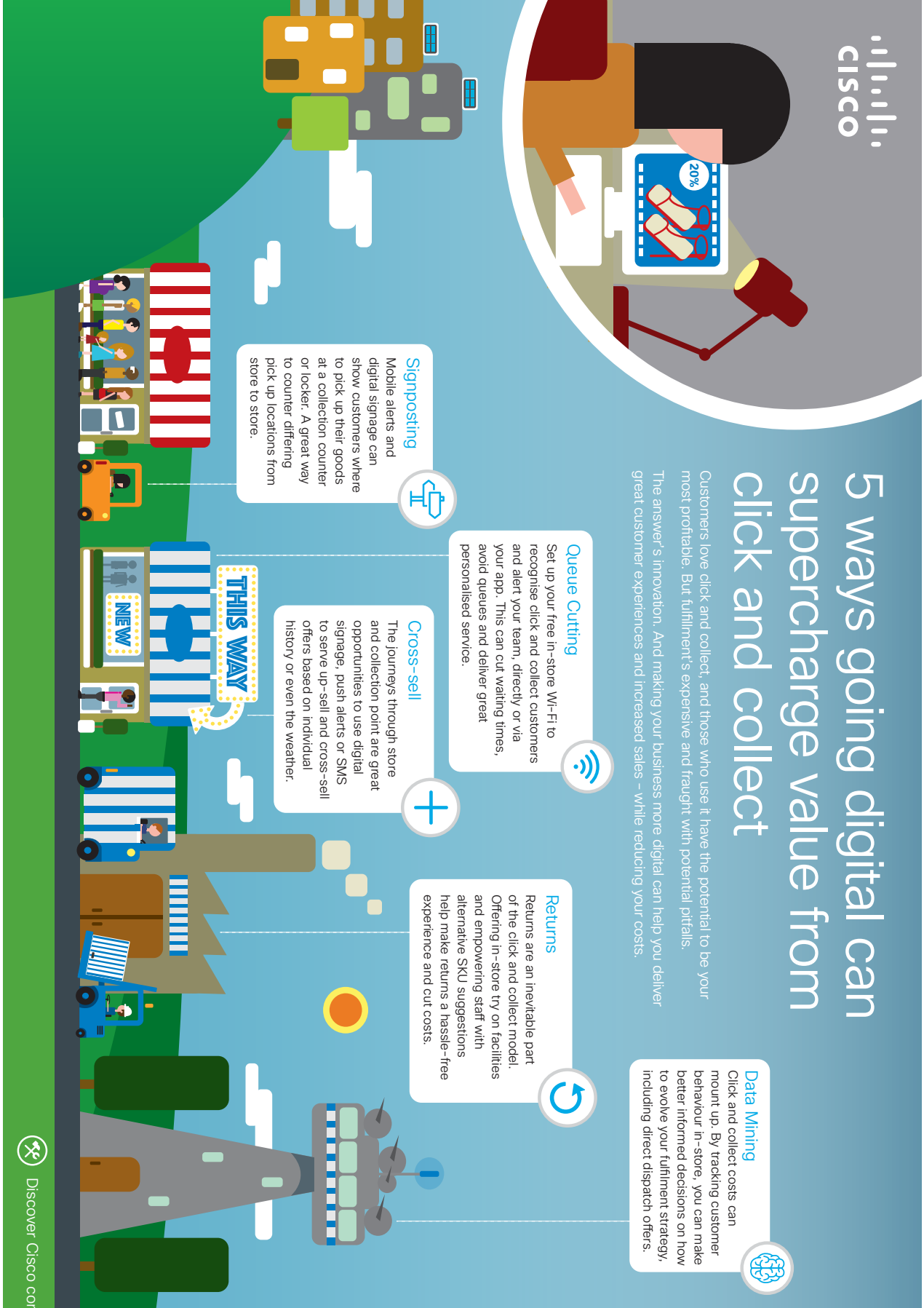
Cross-sell

The journeys through store and collection point are great opportunities to use digital signage, push alerts or SMS to serve up-sell and cross-sell offers based on individual history or even the weather.



Signposting

Mobile alerts and digital signage can show customers where to pick up their goods at a collection counter or locker. A great way to counter differing pick up locations from store to store.



More and more customers are choosing click and collect. We can help make it pay by connecting the experience and promoting offers to encourage in-store spending and by streamlining returns.



of major retailers will adopt an omnichannel digital B2B2C commerce platform by 2018. *IDC FutureScape: Worldwide Retail 2017 Predictions*



of Starbucks purchases are now made through their app. *Cisco, Roadmap to Digital Value in Retail, 2016*



predicted year on year growth for click and collect. *MKG and CollectPlus*



global value to retailers by 2018 from implementing a connected supply chain. *Cisco, Roadmap to Digital Value in Retail, 2016*

