

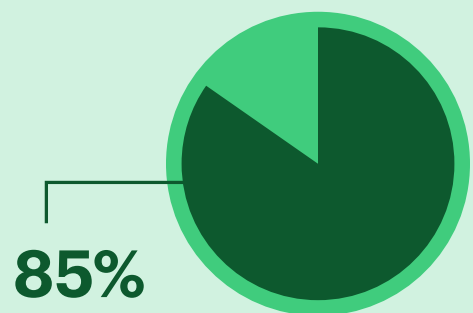


The future of buy online, pickup in-store:

Location-powered experiences



Buy online, pickup in-store (BOPIS) is the ultimate in shopping convenience for consumers, allowing them to browse products online, place orders, and collect their purchases – sometimes within a few hours. While an order ahead and pickup strategy can delight customers and generate loyalty and revenue, far too often retailers miss out on opportunities to improve the customer experience at curbside and in-store for order pickups. BOPIS isn't only beneficial for consumers. It's also lucrative for retailers.



[85% of BOPIS shoppers report making additional purchases when picking up their orders.](#)

The state of curbside and in-store pickup

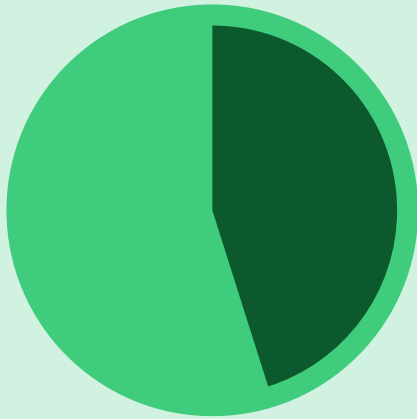


The majority of retailers have adopted forms of BOPIS to meet customer demand, and in 2020, [nearly 44% of the top 500 retailers](#) were offering curbside pickup. [64% of consumers](#) use click and collect for convenience, time savings, and to avoid shipping fees. Unfortunately, many retailers have implemented BOPIS options for customers that are less than satisfactory. There are many factors that lead to less-than-stellar click and collect experiences.

For example, according to Forrester, [less than 50% of surveyed American online adults agree](#) that instructions about their curbside pickup orders are clear and easy to understand. Long wait times at pickup can drive customers away, with [36% of consumers](#) reporting they would forgo a brand's click and collect options if they had to wait in line for their order upon pickup. Hiccups in the pickup process also include unmarked pickup parking spots, order inaccuracies, and having to call the store upon arrival. As a one-off, these issues can be frustrating, but over time they leave customers feeling dissatisfied and flocking to competitors.

Negative customer experiences can damage brands' relationships with their customers and reduce repeat purchases from those customers. Retailers who missed the mark for a customer at curbside only saw an average of [1.4 additional online store visits](#) from that customer. In the current competitive market where consumers abandon brands they were once loyal to [based on only two to three bad experiences](#), a negative BOPIS experience can mean the loss of a customer whose loyalty a brand has spent years cultivating.

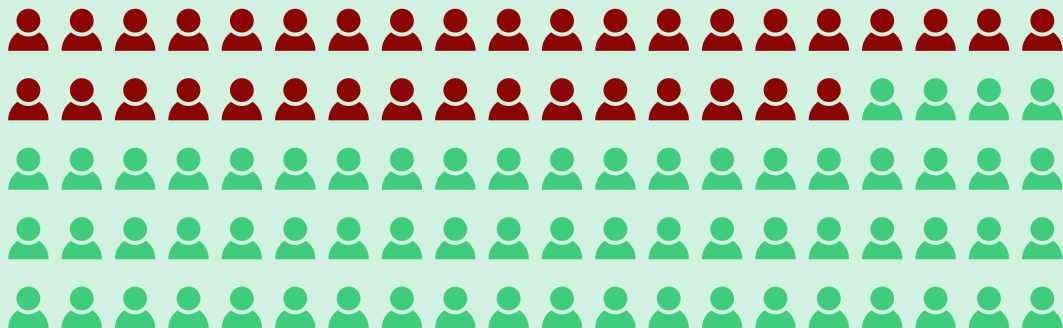
Exploring the state of BOPIS



~ 44%
of retailers were
offering curbside
pickup in 2020



64%
of consumers use click
and collect to make
purchases



36%
of consumers will abandon
a brand's BOPIS option due
to long wait times

Improving BOPIS drives results

4x
more visits from
consumers

+225%
revenue per
transaction

+165%
in Net Promoter
Score (NPS)

+1-2
items per order
average

Consumers are both opting for omnichannel shopping experiences and doing so more frequently. In fact, [68% of shoppers have placed multiple click and collect orders](#). So, simply offering BOPIS is the bare minimum. Although BOPIS can drive additional revenue (the average buy online, pickup in-store order [increases by 1-2 items](#) during pickup), there are other benefits for brands that invest in improving the pickup experience for customers. Retailers that have streamlined their curbside pickup service have seen [measurable results](#) in customer loyalty, repeat purchases, and increased revenue. Improved experiences at curbside can drive 4x more visits from consumers, a 165% increase in Net Promoter Score (NPS), and increased revenue of around 225% per transaction. Even more impressive? A BOPIS strategy can help retailers to [swipe both online and in-store traffic from competitors](#).



How to improve the pickup experience

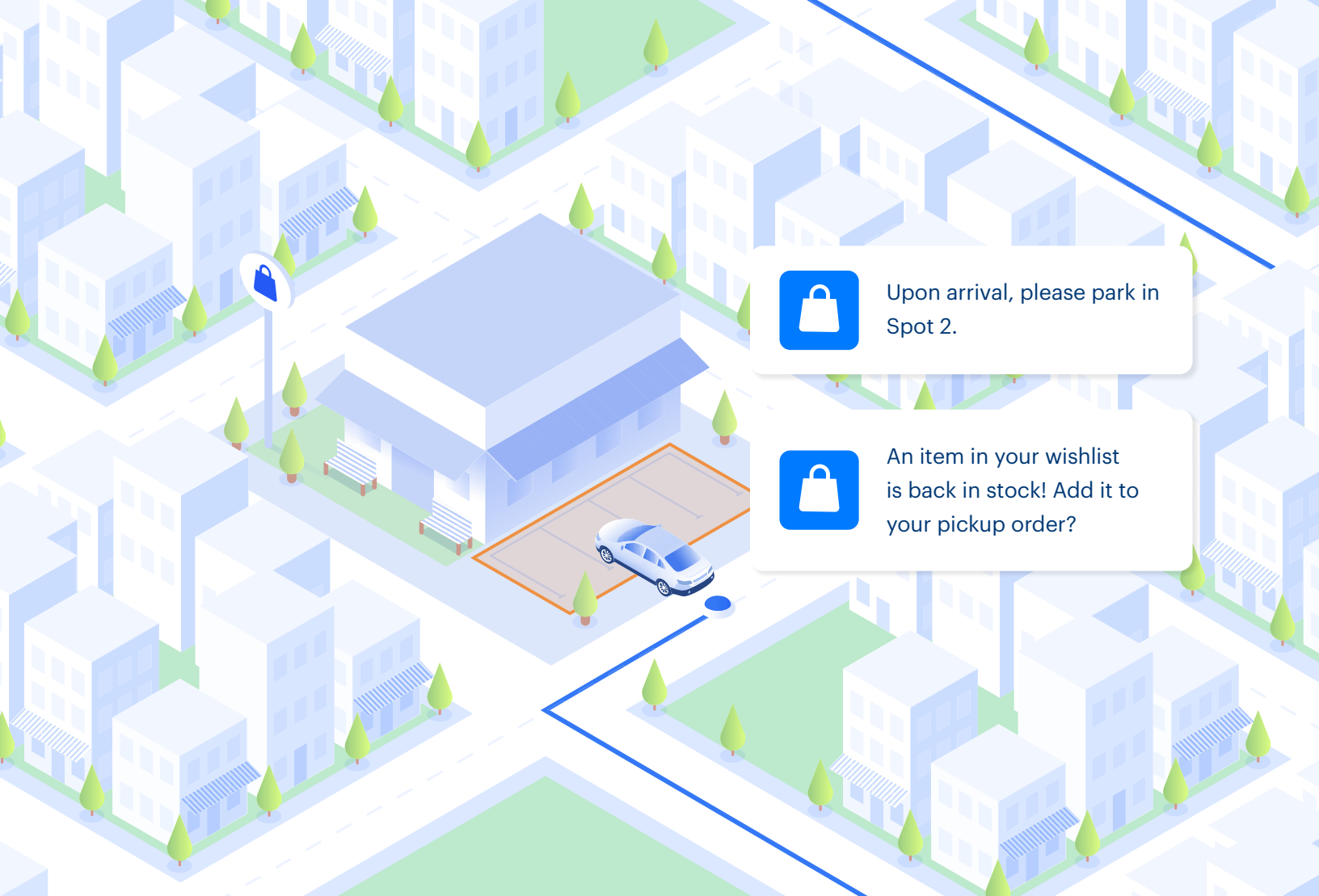


Retailers can unlock revenue and loyalty by investing in improving the click and collect experience. By using [first-party customer location data](#), retail brands can create more seamless pickup experiences by reducing customer wait times. Through implementing location infrastructure, retailers can deliver timely pickup updates and instructions to customers and provide live ETAs and arrival notifications to store associates. This enables more efficient pickup transactions and reduces wait times for customers.

Reduce wait times and improve staff efficiency with trip tracking

By shortening BOPIS wait times – or eliminating them altogether – retail brands reduce [customer churn](#). Once a customer is notified their order is ready for pickup, they're often provided with an in-app option to let the store know they're on their way. Retailers can then harness foreground tracking to identify live customer ETAs. With this insight into customer arrival time, staff members can properly prepare to ensure customers receive their orders upon arrival.





Target customers with personalized messaging

Location-based messaging can also be used to personalize communication between brands and their customers during pickup. Retailers can message customers, who have previously opted in to foreground location permissions, with personalized reminders based on past purchases or mobile app shopping lists.

Provide timely instructions for a seamless pickup experience

When location tools are [integrated](#) with other technologies in the retail stack, retailers can trigger push notifications or SMS messages to customers with relevant information about their order. When retailers create polygon geofences around their store footprints or parking lots, customers who enter the geofence will automatically trigger an entry event that can set off location-based messaging. This makes it easy for retailers to send customers timely instructions about parking spot locations, how to let staff know they've arrived, where to head inside the store to collect their order, and more.

Prompt for feedback after pickup

By using geofence exit events, retailers can also prompt customers to provide feedback once they've completed their pickup. This actionable data allows retailers to make the necessary adjustments to the BOPIS experience and cut down on customer churn with special offers for customers who may have had a negative experience.



Tell us about your order pickup experience.



Conclusion

As more consumers take advantage of click and collect purchase journeys, retailers must invest in robust technology that integrates seamlessly with existing hardware, reduces the burden on in-store staff, and drives results.

By unlocking the benefits of location, retail brands can reduce wait times for customers, driving significant revenue and brand loyalty amidst even the fiercest competition and economic uncertainties.

Radar is trusted by leading retailers to provide robust location infrastructure that can be used to deliver a range of improved experiences for customers.

Radar is trusted by leading brands



Abercrombie & Fitch

AMERICAN
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