BOPIS & BEYOND

Enable Modern Shopping Experiences
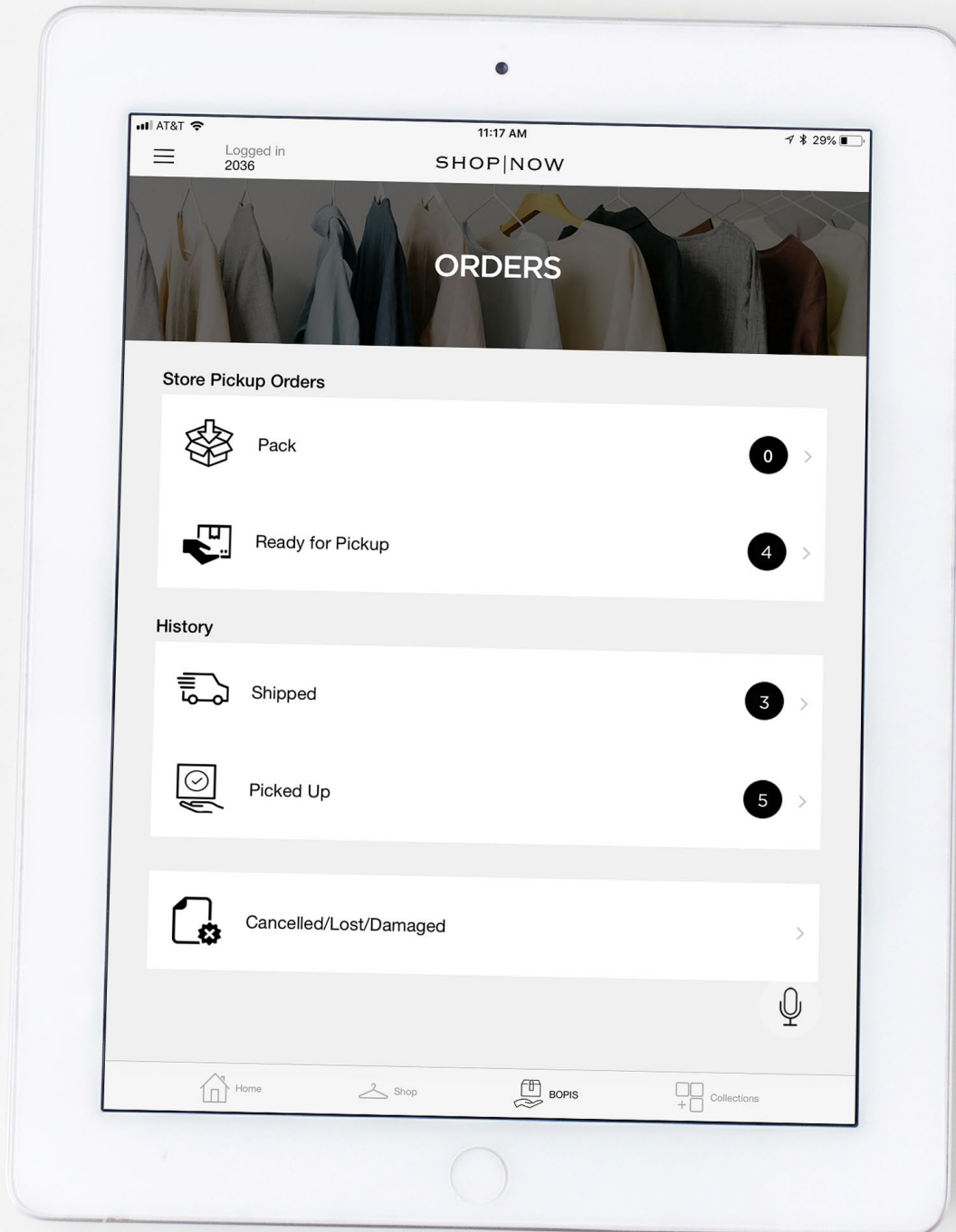
Why BOPIS Is Going to Be Big

Your In-Store Bridge to Online Shopping

Customers want the convenience of shopping anywhere and anytime. While 90% of sales still occur in physical stores (U.S. Census), encouraging free in-store pickup assists in driving foot traffic to stores and provides additional sales opportunities for store associates. Retailers can combine the ease of online and in-app shopping with the immediacy of in-store order collection to meet modern consumer needs.

Adobe quantified this assumption in behavior with a 73% rise in overall Thanksgiving and Black Friday store pickups compared to last year. Apple, Target, and Nordstrom are undoubtedly the trailblazers here. But providing an alternate and convenient method of order collection for customers is not something that is limited to big-box retailers. By 2021, 90% of retailers are expected to offer BOPIS (NRF).

It is clear that BOPIS offers remarkable opportunities to drive additional sales as a customer enters the store to collect their order. The right fulfillment system can make the difference between success and setback. PredictSpring offers a fast, convenient and robust solution for retailers and brands looking to offer BOPIS and other fulfillment capabilities.

Order Management Made Easy

PredictSpring offers the following mobile order fulfillment methods OOTB as part of its platform. These capabilities can be leveraged for the end-to-end omni-channel app experience, for both consumers and store associates.

BOPIS Customer Journey

Via a consumer shopping app, desktop, or mobile web experience, consumers can check the availability of a product both online and in nearby stores. Products can be requested for collection from any store in one click and the store is instantly notified of the new order via the store associate app. The associate can see the name of the customer who requested the order and the relevant product(s). The associate can then pick and pack the order in preparation of the customer arrival.

At the end of the trading day, the store associate can check how many orders were picked, packed and collected. Headquarters has real-time access to BOPIS analytics and can easily report on the performance of this sales channel.
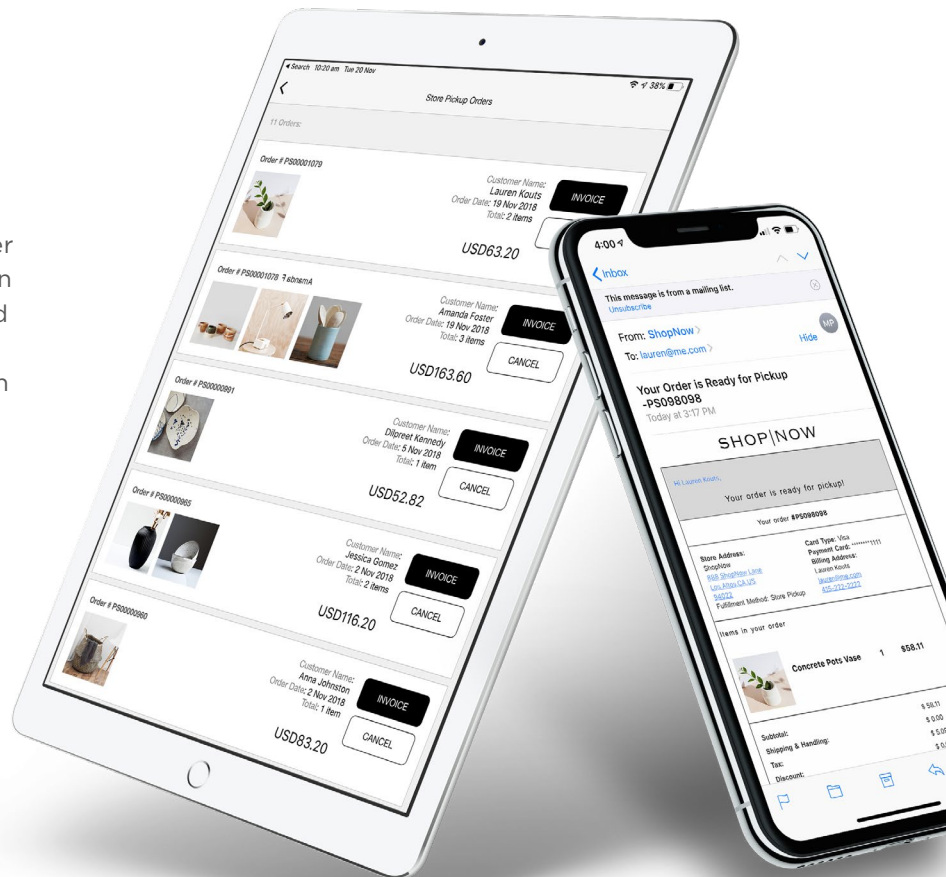
Swift Store Returns with Buy Online, Return In-Store

With an average of 30% return rates for e-commerce retailers, the omni-channel journey is only complete when solving for customer returns. Customers who place an order via web or app can return an item to the store, irrespective of the channel used to purchase the item(s). Returns are made simple for store associates leveraging a PredictSpring powered app leveraging the Buy Online, Return In-Store (BORIS) module. Store associates can swiftly perform returns and refunds via the native app. The reason code for returns is passed on to headquarters to analyze channel performance. Moreover, encouraging customers to return orders in-store increases foot traffic and the opportunity to swap a refund for an exchange.
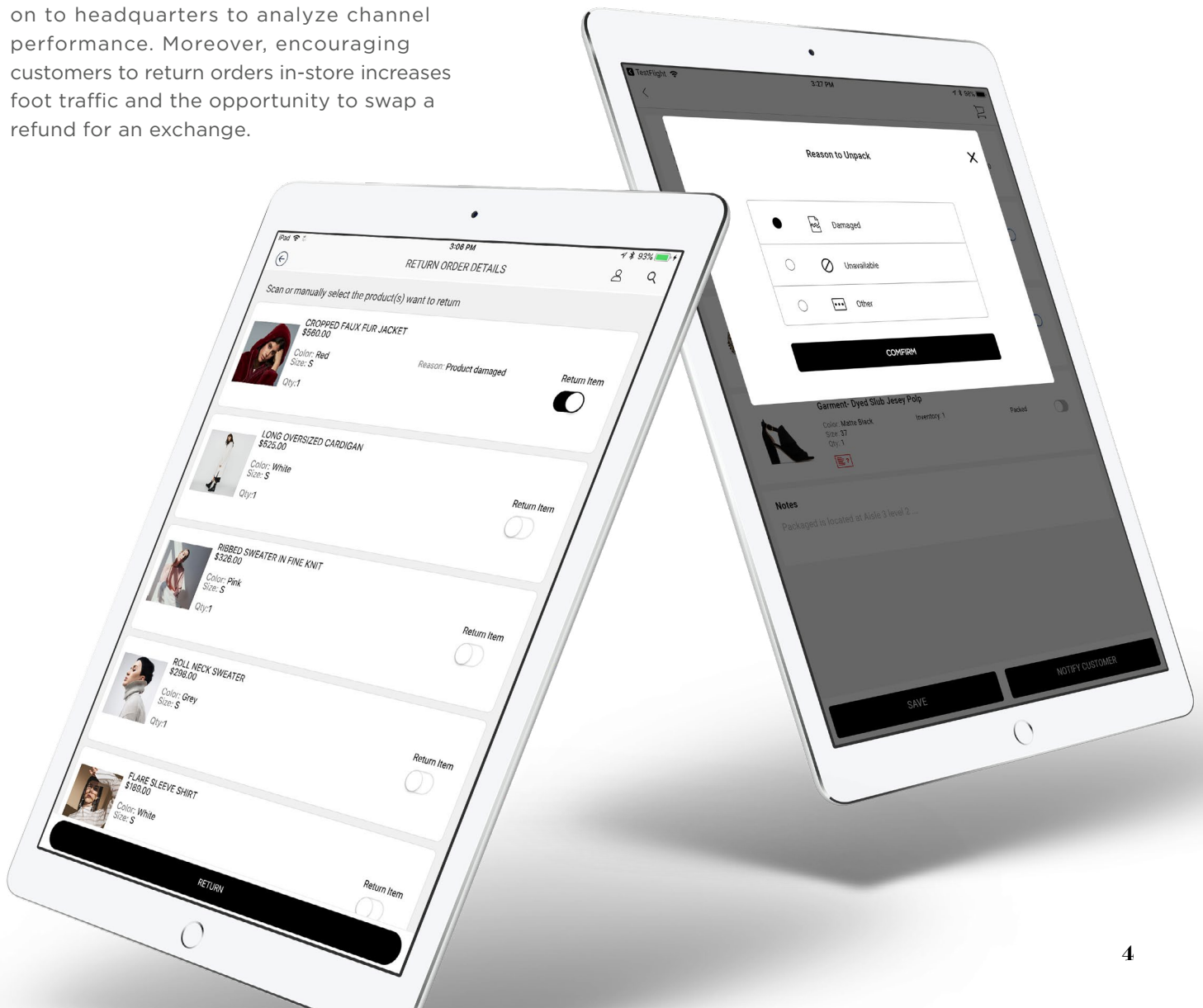
Give Customers What They Want Faster with Local Store Fulfillment

Retailers and brands can opt to have customer orders fulfilled from a local store. With the Buy Online, Ship From Store (BOSFS) module, customers shopping on either the web or via a mobile app select their preferred items and proceed to the checkout. A store associate then receives a notification to pick and pack and item from the store inventory holding and the item is then shipped by the store associate to the customer.

Similarly, retailers and brands can also tap into warehouse inventories to fulfill orders directly from warehouses or distribution centers with the Buy Online, Ship-to-Store (BOSS) module, the order is then shipped to the designated store for the customer to collect.
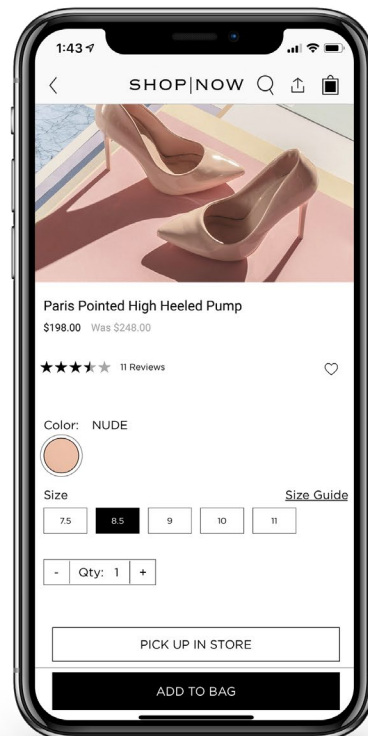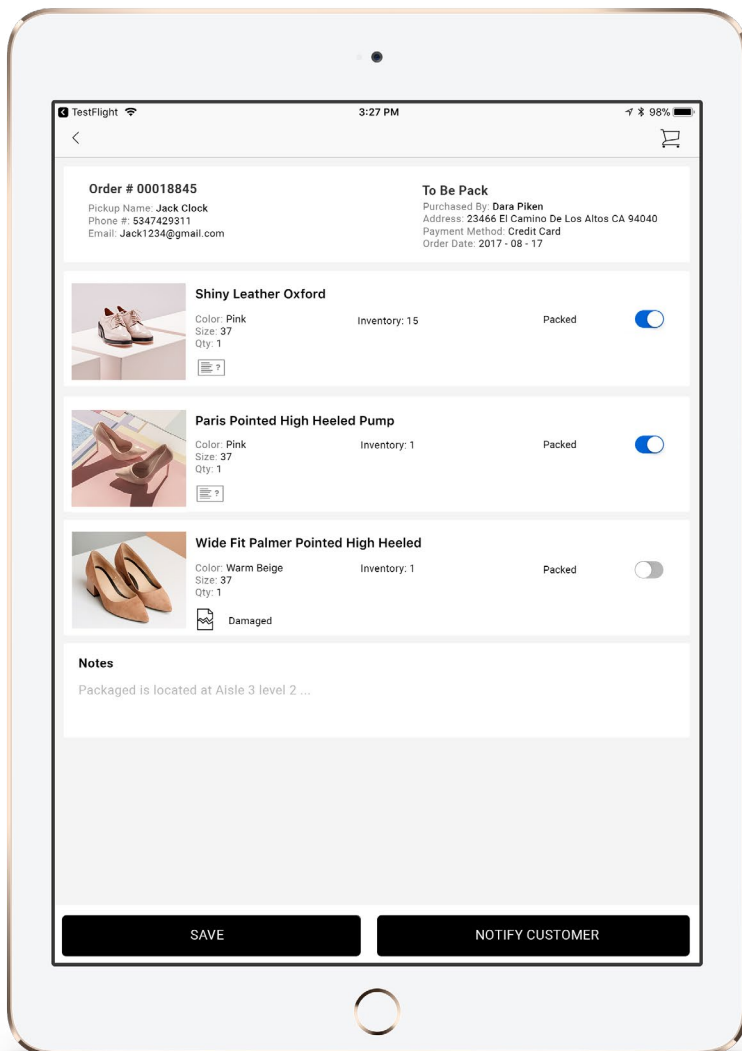
Brand & Retailer Success Metrics

Brands and retailers looking to implement BOPIS and other order fulfillment modules should look to these success metrics:

- Offer Customer Convenient Collection Alternative and Fast Fulfillment

- Increased Communication with Customer to Enables Marketing Opportunities

- Increased Foot Traffic to Stores (Most Valuable Retail Channel)

- Higher Inventory Turns at Store Level

- Reduced Logistical Overhead & Shipping Cost

- Increase in AOV or Basket Size Associated with Increased Foot Traffic

- Increase in Net Promoter Score and CSAT/OSAT (Better Experience for Customers)

- Improved Associate Satisfaction (Creates a More Efficient and Seamless Experience for Associates)

Store Order Fulfillment Methods

Customers want the convenience of omni-channel shopping, anywhere and anytime. PredictSpring solves for modern consumer needs with the following fulfillment capabilities:

| ORDER	FULFILLMENT	RECEPTION	TERM
Online	Store	Pickup In-Store	**BOPIS or Click & Collect** (Buy Online, Pickup In-Store)
Online	Store	Return In-Store	**BORIS** (Buy Online Return In-Store)
Online	Store	Delivery	**BOSFS** (Buy Online, Ship From Store)
Online	Warehouse	Pickup In-Store	**BOSS** (Buy Online, Ship-to-Store)

A Unified Solution for Consumers, Associates & Customer Support

Consumers, stores associates and customer support benefit with dedicated and connected native app experiences:

Consumers can easily view store pick-up options on the product details page and at the cart level before placing an order via the mobile shopping app. The customer will be notified in real-time via e-mail, text message or push notification when their order is ready for collection.

Associates can swiftly prepare, pick and pack orders with the information provided via the store associate app, including item barcode, SKU or unique identifier, and item image.

Customer Support will have access to a dashboard to remotely edit, cancel or substitute orders. Store management and head office can easily glean insights into real-time performance and analytics.
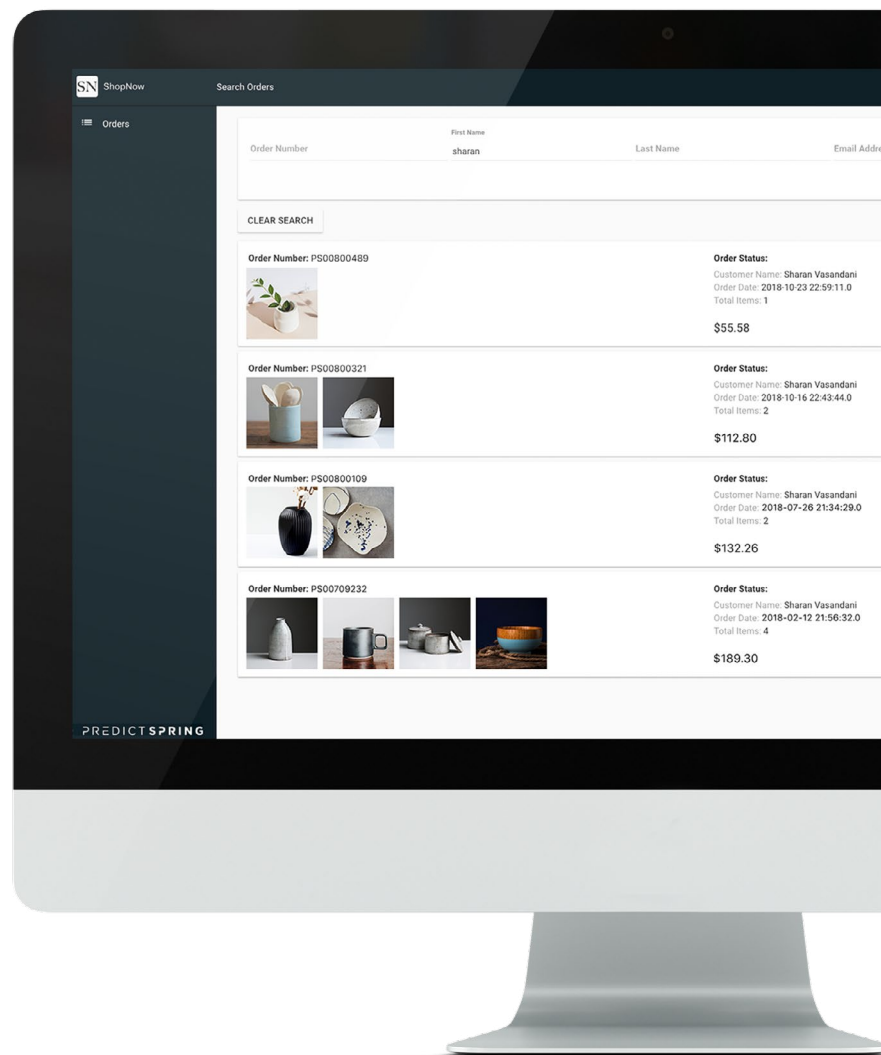
The PredictSpring Difference

PredictSpring powers the full omni-channel experience from mobile shopping apps to store associate apps that solve for multiple retail use cases including POS, Clienteling, Endless Aisle, Self-Service Kiosk, and Fitting Room Management. Retailers and brands will benefit from:

Get Up & Running Faster

PredictSpring ensures retailers and brands get up and running quickly to support mobile order fulfillment. Predictspring has built a robust platform complete with APIs for easy integration with various payment gateways and processors, and e-commerce platforms. Additionally, the speed of the native iOS app and PredictSpring platform streamlines the entire process and improves the overall user experience by providing order-related information at the store associate fingertips.

Unified Store App Solution

Retailers need an integrated suite of solutions that solve for multiple business needs and retail store workflows. PredictSpring supports various fulfillment methods (BOPIS, BORIS, BOSFS, BOSS, and Endless Aisle) while also complimenting additional store associate workflows, including Clienteling, Fitting Room Management, and mPOS for Line Busting.

Enhanced Mobility

Retailers and brands want a mobile-friendly solution they can readily access via a tablet or smartphone. Such mobility enhances user productivity. Moreover, the digitization of manual processes ensures for more accurate tracking as there is no printing of paper or facsimiles, instead store associates can leverage an app to access order requests in real-time.

To learn more about how
PredictSpring can support store
orders get in touch today
to request a demonstration.
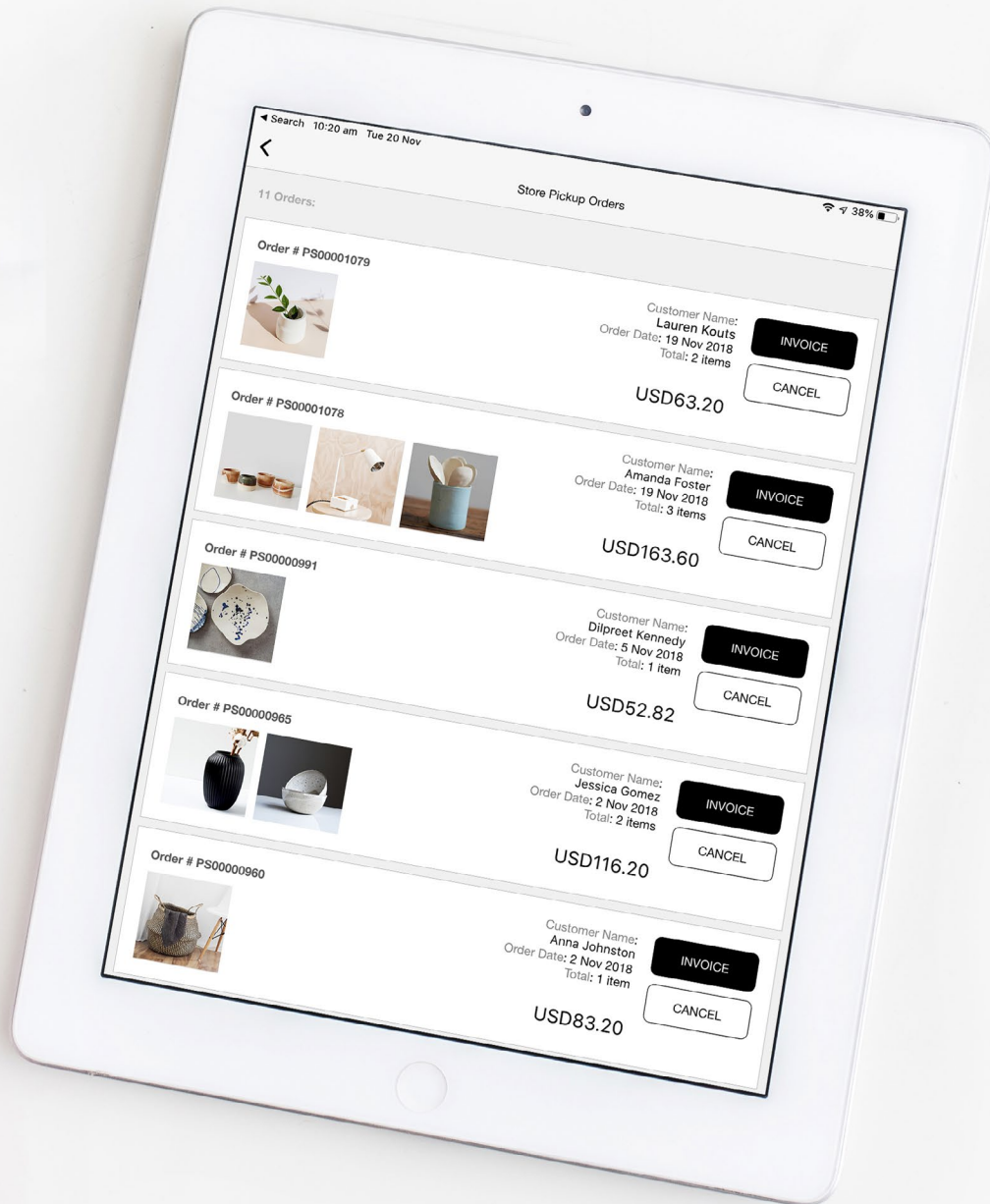
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