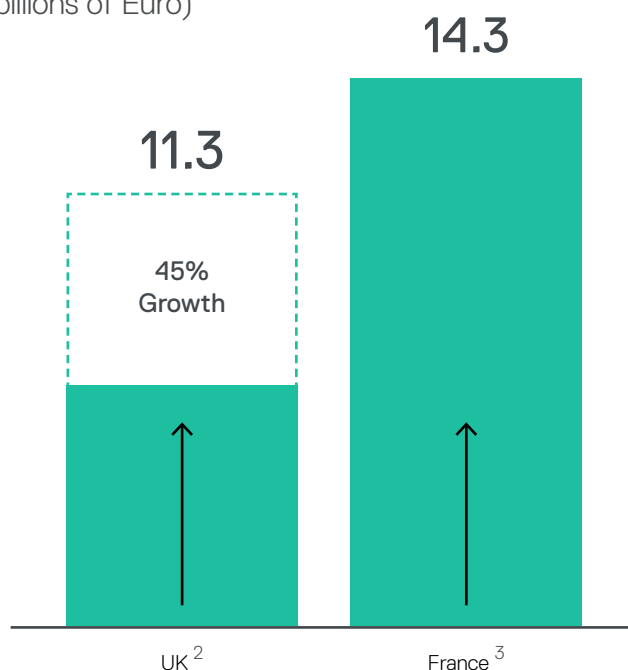# Click&Collect

As technology becomes more widespread, clear-cut divisions between our online and offline lives become blurry. Companies are finding exciting new ways of better serving their customers by making use of hybrid applications that combine digital and analog touchpoints in their purchasing journey. Often, it is exactly in these grey zones where a lot of potential and opportunities for differentiation lies. Having a technological architecture that allows for experimentation and quick reaction to changing circumstances is the condition of possibility to experiment and profit from this potential.

In specific sectors, the Click&Collect model has been growing steadily for some years now. Already in 2019, Gartner placed omnichannel commerce through models like Click&Collect as one of the most important e-commerce trends.[1] However, the disruption that COVID-19 created in the way people can shop has taken the Click&Collect model to a new level.

Projected Click&Collect market worth in 2023
(in billions of Euro)

14.3

11.3

45%
Growth

UK [2]   France [3]

Original models like the delivery to refrigerated lockers in France have been adopted by several major grocery retailers like Carrefour, Casino, E.Leclerc, Intermarché, and SuperU.

This Click&Collect models uses refrigerated lockers, that are available in buildings or outside. During one week in April 2020 orders jumped **300%** compared to the same period in 2019.[4]

When interviewed in October 2020, **39%** of the German people expected to use Click&Collect services in their purchases of groceries and household goods in the following 4 weeks. **35%** expected to use it for the purchase of personal hygiene products and **33%** for take-away food from restaurants.[5]
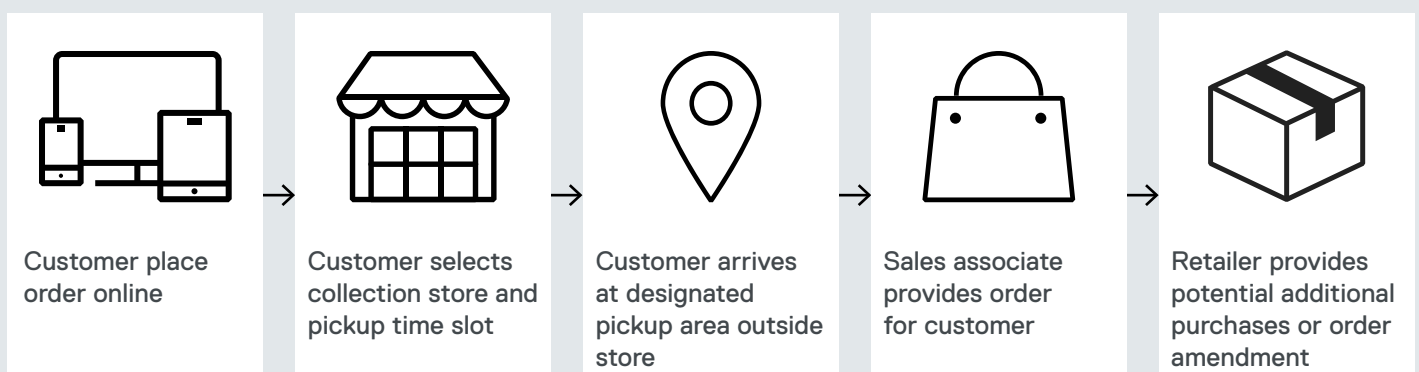
When asked about the main reasons for choosing Click&Collect, Germans reported associating it with less stress, being able to easily see what is in stock, being safer and cheaper.[6]

What exactly do we mean by Click&Collect?

The Click&Collect trend is one of the paramount hybrid applications that combine online and offline touch-points to provide added value to customers. The idea is that customers can order products from an online shop and pick them up in some physical location (physical shop, warehouse, third partner store, parking lot). Although the main principles from Click&Collect sound simple enough, the specificities of business models, regionality, and types of products pose big challenges for companies.

Click&Collect Process

| Customer place order online | Customer selects collection store and pickup time slot | Customer arrives at designated pickup area outside store | Sales associate provides order for customer | Retailer provides potential additional purchases or order amendment |

Benefits of Click&Collect

> "
>
> *The Click&Collect delivery model solves most of the pressing challenges facing retail and also provides the option of an easy return to the same pickup point."[8]*
>
> *- "Analyzing the Role of Click and Collect in the Future of Retail," Business Wirey*

Increase in customer satisfaction

Customers are happy to get even faster deliveries and decreasing costs. This model ensures satisfaction from time-pressured consumers: it combines the efficiency of online shopping with quick delivery while eliminating the stress of long waiting times or frustration with delivery carriers.

High levels of trust in customers

Click&Collect is a very convenient model for skeptical users. Customers can inspect the product at the delivery point, thus still ensuring a high level of trust.

Development of an omnichannel strategy

Retailers gain from being able to reach customers through a multiplicity of touchpoints both online and offline. Being able to easily reach customers through different points and responding to emerging channels give companies a unique advantage.

Safety and efficiency

Especially in a pressing situation like the COVID-19 pandemic, retailers can improve safety standards and serve their customers more efficiently. Being able to plan in advance the number of people that show up in the store can be crucial. By recurring to slot systems, shops can ensure that the regulations are met and waiting times minimized.

Easier management of stock

Customers place a lot of value in reliable information about the stock in a store. Click&Collect service helps companies better plan the type and number of products that their clients demand in a particular timeframe.

Driver of additional sales

The Click&Collect system has also been proven to be a driver of additional sales. According to Emarketer, once in-store, 85% of the people reported making additional purchases when picking up an order.[9] Moreover, Click&Collect customers have an 11% higher basket value than home delivery customers.[10]

Facilitate shipping and reduce its costs

Reliability in the delivery of the product is one of the main determinants of customer satisfaction. The last step in the product's journey from the warehouse to the customer's doorstep, known as last-mile delivery, is usually the most challenging and costly part for online shops. Click&Collect helps retailers by eliminating this step altogether thereby reducing up to 28% of the total transportation costs[11] and ensuring that customers know exactly when they can count on their purchases.

Companies need to understand that customers have very high expectations from a Click&Collect system. According to Gartner, "retailers are struggling to launch or scale existing curbside offerings to keep up with consumer demand."[12] Customers' loyalty heavily depends on the whole experience they have through their purchase and pick-up. Having the right system to ensure the smoothness of the process is crucial. Some important expectations that online shops should keep in mind are offering:

– Quick in-and-out experience,

– Reliable information about the availability of products,

– Efficient queuing system with minimum waiting times,

– Easy-to-find pick-up locations.

The Spryker Solution for Click&Collect

In Spryker we were prompt to recognize the potential that the Click&Collect model has for our clients. Our Click&Collect system is planned to effortlessly adapt to the specificities of the most varied business models and complex settings. For example, our system can easily handle stores that operate in multiple regions and branches which can differ in product offering, stock levels, or prices. Our goal is to bring the digital experience to physical stores. Its multiplicity of features supports companies in giving a smooth customer experience and supports employees in various areas to efficiently perform their jobs. Moreover, our system is designed to allow very quick implementation (within weeks) and swiftly react to any unexpected changes.

Advanced Click&Collect features:

Multi-store capabilities. For those businesses that operate many stores, even in multiple regions, the Spryker system allows very detailed configuration to operate them either independently or in context. This means that they can share stock or have their own stock. Product assortment and prices can be set independently.

Support for store branches. Store branches are managed based on geodata. For densely populated areas, customers can freely choose among different stores to place orders.
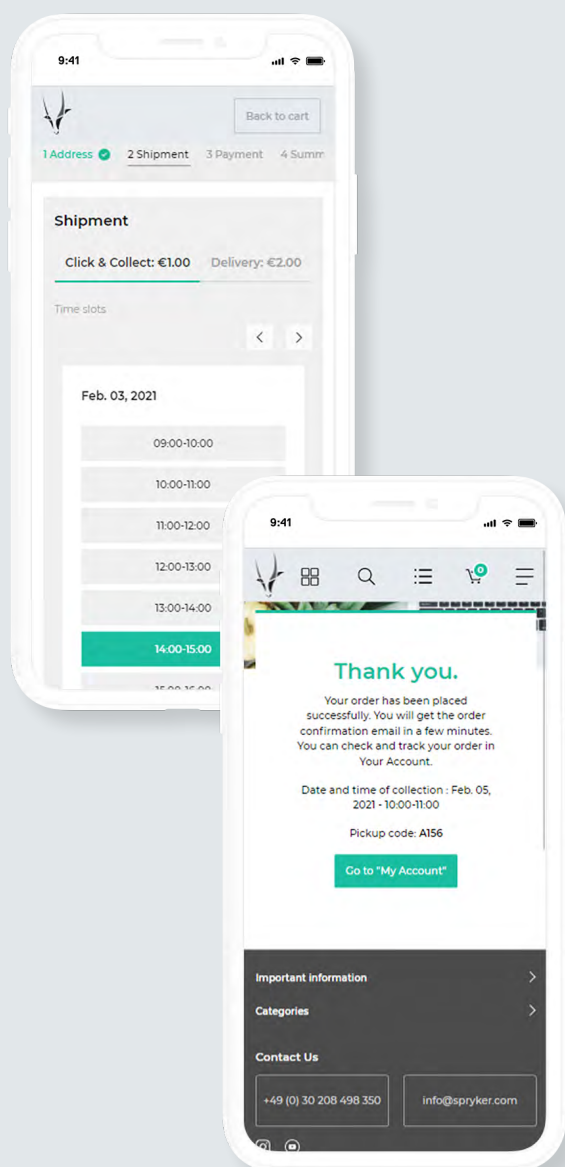
Unique pick-up code. Once the customer has completed checkout and chosen the Click&Collect option, a unique alphanumeric code will be generated and automatically sent in the confirmation email. The code serves as easy identification when the customer picks up the order.

Time slot for service methods. Your stores can offer time slots for customers to pick up their products. The smart functions allow shops to easily control the number of incoming orders and ensure safe and easy pick-up in the physical locations.

Mobile app for picking. We developed a specific mobile app to make the process of picking up the products reliable and efficient. For example, the system helps determine the best picking route taking into consideration that every store has a different layout and product location. Pickers can easily record the exact number of products found (for example, if they only picked 9 out of 10 packages because the 10th wasn't available) and the number of bags required for packing. Any changes in the order are automatically saved.

Mobile app for collecting. Another specific mobile app ensures a smooth picking-up process. Upon arrival, the customer can verify the order by sharing the unique code. Partial cancellation is possible in case the customer rejects one or more items from the initial order and an automatic refund is triggered.

Importer. Easily import business logics and data, such as product information, customer base, categories, and many more into the Spryker Cloud Commerce OS.

Globus

Founded over 190 years ago, Globus is a leading family company in the grocery sector with over 46,000 employees. Globus came to Spryker looking for an urgent solution after their Click&Collect service provider went bankrupt. With a 2-week timeframe, the situation was especially dire since this all took place during the COVID-19 pandemic. Globus customers heavily relied on the Click&Collect service for their day-to-day shopping.

"

At the beginning, I didn't believe that a go-live in 2 weeks was possible. But the most important thing is that everyone involved has the will to do it. If that wasn't the case, we would never have made it."

*- **Daniel Richter**, Vice President Multichannel, Globus SB-Warenhaus Holding GmbH & Co. KG*

Globus had clear priorities when starting with Spryker. A pick-up service was to be established within the time frame of 2 weeks, which could be continued at all 4 locations and without interruption or loss of service quality. Globus benefited from the fact that much of the required functionality was already available in the standard of the Spryker Cloud Commerce OS: Time slot management and blocking, automated emails, and the basics of a picking app for customers. With Spryker, the impossible became possible. Their shop was able to continue offering the Click&Collect service smoothly. Now, Globus is very excited about Spryker's headless approach with its very modular capabilities. Their team embraces the new technological possibilities that are open for development and experimentation.

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for more details see hyperlink

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Spryker

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