



Optimize Omnichannel Fulfillment to Create a Profitable Ecosystem

You've Got This



Retailers are investing in multi-channel fulfillment programs to heighten the shopper experience and deliver unparalleled levels of service and convenience. Though its rollout requires work and investment, it isn't anything you can't handle.

You've got this, you've got Zebra.

Elevating Strategy and Expectations While Driving Profits and Results

You know that the retail industry has changed forever. There is always a retailer down the road – or online – who is working hard to capture your shoppers' hearts, minds and wallets. As a result, customer expectations are higher than ever, as they look for blended shopping experiences that are seamless, personalized and convenient.

THE EVOLUTION OF E-COMMERCE

In recent years, many retailers have started the process of blending physical and digital experiences to evolve along with customers' changing habits, offering new fulfillment alternatives that combine the power of e-commerce with the resources of the physical store. Nevertheless, for both retailers and consumers alike, the pandemic has accelerated the adoption of new digital-first shopping solutions – with Click & Collect taking center stage.

Blending “bricks and clicks,” online ordering for store or curbside/drive-up pickup has become an essential step in connecting physical and digital retail. In addition to contactless service, reasons for you to offer Click & Collect service include:

- Increased online conversion
- The opportunity to sell an extended product range online
- The chance to upsell at point of collection

For shoppers, Click & Collect options help to avoid shipping costs and often skip the delayed gratification of waiting for an e-commerce order, all while avoiding the experience of crowded stores and long checkout lines.



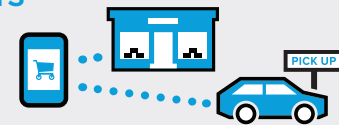
FROM “NICE TO HAVE” TO MUST-HAVE

Click & Collect was once a “nice to have” fulfillment option for shoppers when checking out online. Now, it's an arguable necessity for the average retailer. However, implementation and optimization are significant undertakings, requiring strategic investments in leading-edge fulfillment and retail technology. To drive a profit while delivering best-in-class service to customers, you face the challenge of overcoming temporary disruption while also accommodating long-term changes in consumer behavior.

CLICK & COLLECT SKYROCKETS



DIGITAL BUYERS
Worldwide: 2.14 billion
Up from 1.66 billion in 2016¹



PREFERENCES
86% of consumers plan to utilize buy online, pick up in store, or buy online, pick up curbside options soon²

¹ Statista, “Number of Digital Buyers Worldwide from 2014 to 2021,” November 27, 2020.

² Zebra Technologies, “2021 Zebra Shopper Study, The Essential Shopper Experience: Safety, Speed and Convenience.”



In this eBook, we explore three vital steps to Click & Collect success, with clear examples of best practices and case studies around how leading retailers have made Click & Collect work for them – profitably.

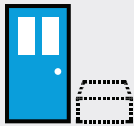
Full-Service Fulfillment

Are you making the most of your existing resources and real estate? Many retailers are exploring in store and warehouse fulfillment options with mixed results. In store fulfillment requires higher levels of inventory accuracy, while warehouse fulfillment involves lengthier, more expensive processes. What's the right answer?

Many small-format stores, for example, are operating as omnichannel hubs for Click & Collect or online returns. Less costly in terms of real estate and staffing, these smaller stores add another valuable consumer touchpoint.

Similarly, delivery lockers in a partnering establishment can expand your Click & Collect operations to serve a wider audience. Ship-to-store expands the inventory available to customers who are willing to wait several days to pick it up. And, micro-fulfillment centers are using artificial intelligence to efficiently plan inventory and process orders with minimal staff on site.

These options appeal especially to shoppers for whom receiving packages at home may be difficult, such as urban apartment-dwellers or those who can't work from home all day, giving them access to the vast assortment available online as well as a safe location to ship and pick-up e-commerce orders.



Along with a rise in online shopping comes a substantial increase in missing orders: Consumers reported a 131% increase in stolen packages during the first quarter of 2021.³

³ Route, "Comparison Data: How COVID-19 is Impacting Delivery," 23 April 2020.

EMPOWERING ASSOCIATES TO DELIVER BEST-IN-CLASS CUSTOMER EXPERIENCE

More agile systems can better adopt new enhancements to your Click & Collect offerings, while more efficient backend technology often guarantees better service on the customer experience end. Speed, simple collection, minimal queues, and consistency across touchpoints are essential to delivering best-in-class Click & Collect services. Your associates play a crucial role in maximizing store performance and profitability as well. Enabling associates with powerful technology solutions makes their jobs easier and benefits you in countless ways.

GROCERY GOES MOBILE

Mobile ordering has seen enormous growth. It's become increasingly vital for grocery, as shoppers increasingly turn to curbside/drive-up pickup or grocery home delivery services. According to customer surveys, it's more than a trend: it's a habit likely to continue well into the future.



SHOPPERS USAGE OF MOBILE ORDERING AND GROCERY DELIVERY APPS⁴

Current usage

72%
(+5pp YOY)

Likely to use in the future

82%

MOBILE ORDERING

54%
(+11pp YOY)

88%

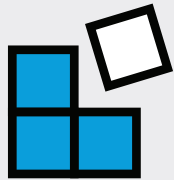
GROCERY DELIVERY APP

⁴ Zebra Technologies, "2021 Zebra Shopper Study, The Essential Shopper Experience: Safety, Speed and Convenience."

THREE-STEP ROADMAP

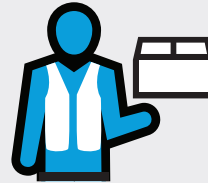
What Should the Ideal Click & Collect Process Look Like?

Zebra can partner with you to strategize and execute a sustainable and profitable Click & Collect strategy that's right for your business. This report highlights three critical steps that can help you enhance store performance, increase enterprise-wide efficiency and deliver happier shopping experiences.



SYNCED-UP SYSTEMS: LAYING THE FOUNDATION FOR PROFITABLE CLICK & COLLECT

Designing the ultimate omnichannel process for your customer's distinct needs while maximizing margins and driving down costs.



FINE-TUNING FULFILLMENT

Optimizing fulfillment, whether orders are shipped-to-store or picked off store shelves and creating a pleasing pick-up or in-store return experience that cultivates customer loyalty.



REMOVING THE PAIN FROM RETURNS

Alleviating the stress of increased returns on stores and logistics, leveraging mobile technology and automation to protect your profits and deliver convenience to shoppers.

STEP

1

Synced-Up Systems: Laying the Foundation for Profitable Click & Collect

Perfecting Click & Collect is no simple feat. In fact, it's a complicated puzzle requiring the right systems are in place – and working together – to drive profit successfully. Within Click & Collect, there is a spectrum of fulfillment options you should be prepared to handle, depending on the location and type of business. These systems are essential in ensuring harmonious omnichannel fulfillment from the warehouse to store floors and ultimately to the consumer.



REAL-TIME VISIBILITY

Real-time inventory data enables associates and systems to work together to manage orders effectively. Multiple technologies, from simple 1D/2D barcode scanning and cycle counting to Real-Time Frequency Identification (RFID) and locationing, may be used to accurately identify product location and ensure that it is delivered to the customer's desired pick-up location in the most efficient manner.



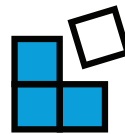
PICKING EFFICIENCY AND ACCURACY

Saving only seconds per item may not seem like much, but it can add up to huge savings annually. Optimizing picking and packing processes is central to realizing a positive ROI from multichannel. Equipped with handheld devices, your retail associates and warehouse employees can more quickly and accurately locate inventory when fulfilling orders, whether picking directly from store shelves or at an off-site warehouse.



PACKING AND LABELING

Mobile printers can dramatically increase productivity. The ability to print on demand also means more flexibility, less walk time and fewer errors as the labels have less opportunity to be damaged or compromised.



FLAWLESS FULFILLMENT

Integrated order information and real-time inventory data ensure more convenient customer service and efficient associate task management. Though the nodes of your fulfillment network (store, warehouse, distribution center, manufacturer direct, etc.) may offer different speeds and capabilities, properly integrated systems help orders flow seamlessly through the process.



PRICE MANAGEMENT

Consumers are most likely to continue shopping with the retailers they trust, and ensuring prices are consistent across channels is key to maintaining customer satisfaction. Solutions range from enterprise-grade tablets, mobile computers and handheld printers to sophisticated price management execution software and electronic shelf labels.

Today's landscape rewards retailers that are flexible and consumer obsessed. Ultimately, delivering excellent service is a two-way process in which the customer informs the solution and vice-versa. It is up to you to ensure that your operations are set up to meet the unique needs of your target audience and ready to build a best-in-class in-store fulfillment experience.





“The retail industry always continues to evolve. COVID-19 obviously accelerated some of the trends we were already seeing in the marketplace. Even before the pandemic we were already focused on last mile delivery and omnichannel strategy execution, whether it be leveraging the footprint of our stores or last mile with FedEx, Door Dash and other third-party partnerships.”

- Kristen Vargas,
Vice President Retail Operations
and Technology
Walgreens

FEATURED SPOTLIGHT

Walgreens

The U.S. pharmacy chain has responded to consumer demand for contactless shopping with quick pivots and thoughtful tech solutions deployments.

Walgreens, which already offers drive-thru service in over 7,000 of its pharmacy locations, was the first in the industry to expand the assortment of items available for order and pick up through the drive-thru window. Beyond the pharmacy counter, shoppers can now order select household essentials – all of which were tested to ensure they fit through the drive-thru window.

TECH SPECS

Walgreens’ associates use Zebra’s ET50 tablets and TC51 handheld mobile computers to pick and fulfill orders from the backroom and store shelves. Once a customer completes an online order, the app triggers a notification to the associate’s device who prepares the items for pick up or delivery. The customer is notified when the order is ready for pick up, either at a drive-thru window, in-store counter, or delivered curbside and placed directly in the shopper’s trunk.



Key to Walgreens’ strategy is increasing inventory accuracy and tackling out of stocks. The company is employing Zebra Prescriptive Analytics and Reflexis intelligent-edge software solutions to help solve these issues and enhance the overall customer experience.

To learn more about how Walgreens is using technology to enhance the customer experience, please [click here](#).

STEP
2

Fine-Tuning Fulfillment: Making the Most Out of Your In-Store Experience

Retailers are reconfiguring the physical store to meet ever-increasing demands for multichannel solutions that support efficient, unified commerce. However, additional operations required to support Click & Collect add both cost and complexity, creating challenges to profitability. The right technology and solution partners can help reduce time spent and costs.



CUSTOMER RECOGNITION

Streamlining the customer identification process adds convenience for the shopper and improves your bottom line. Technology, including interactive kiosks or location beaconing, guarantees speedy service and customer satisfaction.



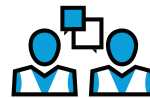
ORDER LOCATING

Whether fulfilling in store or meeting the customer curbside, quickly identifying and collecting the customer's order is equally as important as fast customer identification. Real-time inventory technology and mobile devices help ensure in-store associates can identify – immediately and accurately – where a given order is located and bring it forward for the customer, using simple barcodes or QR codes to match the customer to their parcels.



CONTACTLESS SERVICE

Many consumers are looking for shopping solutions that offer the immediacy of purchasing in-store, with the contact-free experience of e-commerce. Curbside pickup has been particularly embraced by consumers who might previously have done much of their shopping in physical stores and have only come reluctantly to adopt online shopping.



WORKFORCE COMMUNICATIONS

Immediate communication and optimized workflow management is key to avoiding the small delays that cumulatively make a large dent in your profits. With Zebra's Workforce Connect, associates can instantly contact a co-worker or a dispatch group with voice, push-to-talk services and text messaging.



RECEIVING IN STORE

Mobile computers, handheld scanners and RFID readers are highly effective in expediting the receiving process, helping to ensure the accuracy and integrity of goods received. Associates can access accurate, real-time information about what was received, when it was received and the condition of the merchandise. Retailers benefit from a faster reconciliation process and reduced inventory losses, which translates into higher profits.





FEATURED SPOTLIGHT

ABC Fine Wine & Spirits

A wine and spirits retailer steeped in a neighborhood-friendly culture leveraged technology to connect staff with shoppers.

To heighten customer engagement in stores and deliver more personalized customer service, Florida-based retailer ABC Fine Wine & Spirits equipped its associates with powerful mobile tools and intuitive applications that free them up to engage with shoppers one-on-one. This new technology was also leveraged to power its new ABC Express Click & Collect service. Highly intuitive TC70 devices were successfully adopted by associates, rolled out across all store locations in just seven months.

HOW IT WORKS

When store pickup orders come in, associates use the Zebra TC70 devices for product lookup as well as to locate and pack merchandise before the customer arrives. The device's scanner verifies match of the product pcode to ensure ABC Express orders are accurate and complete.



Time saved completing tasks on mobile devices is more time spent delivering one-to-one service to customers. For ABC, the ability to make informed, speedy and well-choreographed in-store interactions has driven upsells, cross-sells, customer retention and loyalty.

[Checkout the many ways ABC Fine Wine and Spirits is employing technology to enrich the shopper experience, please click here.](#)

“The TC70s are an important part of our business and we couldn’t function without them. We couldn’t be as successful or efficient without the TC70s.”

- Butch Devlin
Senior Vice President,
Store Operations
ABC Fine Wine & Spirits

STEP

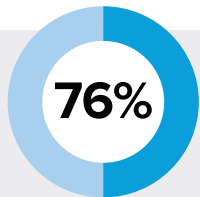
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Removing the Pain from Returns

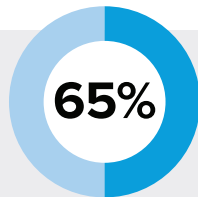
More online sales mean more returns, and customers expect both to be equally simple. As you know only too well, returns are inevitable, as consumers shop with a new mindset. Not only are they buying more online, but they're also often "bringing the fitting room home" – buying multiple sizes or colors, for example, with the intent to return some or all the items in an order.

Successful retailers are handling returns in a way that satisfies the customer but minimizes costs, getting stock back into circulation swiftly and safely. New approaches to returns even utilize artificial intelligence to determine each return's impact on profits, letting customers keep a refunded item if the company will lose money on return shipping and restocking.

Free and easy returns are a significant driver of conversion and customer loyalty. Like they do for fulfillment, shoppers also want options for how and where they make returns. Mobile scanning and on-the-spot relabeling using handheld printers allow associates to get returned merchandise back into inventory and back onto store shelves as quickly as possible.



76% of consumers prefer retailers that offer easy returns.⁵



65% of consumers surveyed prefer to shop with online retailers that have brick-and-mortar locations.⁶

^{5,6} Zebra Technologies, "2021 Zebra Shopper Study, The Essential Shopper Experience: Safety, Speed and Convenience."



EASY ACCESS RETURN ZONES

Though shoppers want the option to return in store, they expect that experience to be as convenient and as close to contact-free as possible. To ease the returns process, many retailers have moved dedicated order pickup and return areas to more centralized locations – next to the store entrance or exit – to serve shoppers better. Barcode or QR code scanners help in-store associates quickly access order information and initiate the return process.

Previously, retailers could leverage Click & Collect services or in-store returns into an upselling opportunity or reduce returns by encouraging Click & Collect customers to try on items in store fitting rooms before leaving with their purchases. Today, however, you must navigate the balance between upselling customers in the store and providing them the option to pick up BOPIS orders or make returns without going further into the store.

Drive-up pickup points, lockers, or interactive kiosks are an increasingly popular option for contact-free self-service, even for returns. Customers can use these kiosks to ask questions and check stock availability, as well as facilitate returns. Capabilities include barcode scanning, label printing, bagging, or parcel dropbox, all within the kiosk.



“Click & Collect is the fastest-growing fulfillment method in the UK; moreover, Click & Collect customers buy more frequently, spend more and are very loyal. With the mobile technology we have in place – exclusively Zebra devices – we can get new stores up and running within a matter of hours. Zebra Technologies is integral to the success of our solution.”

- Gary O'Connor
CTO
Duddle

FEATURED SPOTLIGHT

Duddle

Duddle speeds up average transaction time using Zebra technology for Click & Collect and returns.

Launched in 2014, Duddle is the UK's leading third-party provider of Click & Collect services. The company operates pick-up and drop-off locations that allow shoppers to quickly collect or return e-commerce purchases from online retailers, including Amazon, Net-a-Porter, Misguided, and ASOS. Rather than deal with the hassle of missed deliveries or lost packages, Duddle allows customers to pick up parcels where and when it suits them. Consolidated shipments to secure Duddle locations also help to reduce the environmental impact of the last mile.

As Duddle expanded into partnerships with established retailers to open concessions on their premises, it needed to make its teams more mobile, reducing in-store hardware footprint by moving to a mobile handheld solution. The limited footprint and scalability also allow for immediate expansion at peak periods such as the run-up to Christmas and the post-holiday returns season.

GETTING THE JOB DONE

Using robust, reliable Zebra solutions, including the TC70 and TC51 Touch Computers, and GK420D Desktop Printer, Duddle reduced its average transaction time to 1 minute and 48 seconds for a pick-up and 1 minute 15 seconds for a return. By eliminating the need for fixed hardware, Duddle achieved up to a 50% reduction in IT CAPEX and shortened its lead time to open a new location.



To learn more about how Duddle is using leveraging technology to accelerate transaction times for Click & Collect and returns, [click here](#).

Driving Competitive Advantage

Online shopping is only growing, and much faster than expected. Now is the time to invest in the technology it takes to get your Click & Collect strategy right, streamline retail operations and create a better customer experience. Offering Click & Collect is now table stakes – doing it well and making it profitable for your business is what it takes to drive competitive advantage.

With retail margins ever tighter, Click & Collect allows retailers to win back wallet share over both 'pure-play' online providers and other brick and mortar retailers that may be further behind in digital transformation.

Though it's impossible to predict the future of retail with complete accuracy, one thing seems certain: Staying nimble and preparing for the continued growth of omnichannel shopping is the best way to future-proof your business and protect your profits.

BLENDING CHANNELS BEST PRACTICE CHECKLIST:



Allow shoppers to pick up or return online orders to the store location that is most convenient to them, with a range of options including curbside, in-store, and lockers. Once in the store, the pick-up process should be quick and intuitive even for a first-time customer.



Maximize store resources by picking orders from in-store inventory and equipping your associates with the right technology to handle Click & Collect orders quickly.



Invest in technology including scanners, mobile computers, tablets, mobile printers and RFID as quickly as possible, using inventory visibility to send goods where they are needed and return sellable goods to stock as soon as possible.



Ensure store revenues are not negatively impacted by returns, and that financial performance ownership is shared across teams is crucial to avoid silos or conflicts of interest across channels.



Data collected via Click & Collect and returns provides valuable dividends for retailers, as advanced analytics can deliver insights into consumer demand to shape future strategy.

Let's move your omnichannel fulfillment forward.

You have to raise your game when it comes to digital transformation. But if it's at the expense of margin, it's not sustainable in the medium and long-term. At Zebra, we know how technology can help you increase accuracy, efficiency and productivity in Click & Collect, and we're here to help you navigate the journey to implement profitable omnichannel fulfillment.

Visit us at www.zebra.com/retail

You've got this. You've got Zebra.



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