

5 Questions To Ask Before Diving Down the Click & Collect Rabbit Hole



1 Where will orders be fulfilled from – all stores, selected stores, DCs, warehouses?

Your stores, warehouses and distribution centres can be used as a competitive advantage. Giving your customers visibility over what stock is available close by will help conversions.



2 Is my inventory accurate and available in real time in the selected fulfillment locations?

If not, you're setting yourself up for failure. Not only will you frustrate staff trying to find inventory instore which isn't available, but your customer is likely to run straight into the waiting arms of a competitor.



3 Do store staff have the capacity and incentive to pick and pack orders, plus service Click and Collect customers and serve customers in store?

Providing an exceptional customer experience instore regardless of where the order has come from is paramount. Can store staff pick and pack orders in a timely fashion, and are they incentivised enough to want to? PRO TIP: An OMS with intelligent rules can allow you to re-route orders automatically when needed, keeping the order process flowing and customers happy.



4 What procedures and policies do I need to put in place for how customers will collect online orders?

Do you have a designated area for store pick ups? Where will your packed merchandise be stored prior to collection? What systems do store staff have to confirm the collection and can they also accept returns this way? Ensuring staff are trained and confident will give your customers the best possible experience with your brand.



5 What changes are required on my website and what will the customer journey look like?

Having complete visibility over your inventory, orders and customers is vital to the success of any Click & Collect program. Mapping out the entire customer journey will help you ascertain where your current system may fall down; ensure the journey is frictionless and your systems are speaking with each other in real-time.

As consumer's buying behaviour evolves, so must retail. Omnichannel features, such as Click & Collect, are vital to staying competitive and delighting customers. But be warned - there's no quick and easy solution. Investing in your tech stack, procedures and staff training is an ongoing process. Set yourself up for ongoing success and be ready for whatever 2021 throws at you!

