

Embracing the Future, Enabling Click and Collect

Improve Efficiency, Accuracy, Sales and Satisfaction

By 2021, retailers expect 90% of shoppers to use click and collect, or buy online, pick up in store (BOPIS) services¹. This experience offers additional convenience to consumers with quicker order fulfillment and in-store returns. It also accounts for a large portion of brand impact that heavily relies on retailers providing high-quality service with speed and precision.

Retailers with successful BOPIS programs have distinct advantages. Providing an omnichannel experience opens the opportunity to increase sales through a wider product range that isn't limited by the inventory of an individual store. It also fosters a natural engagement for upselling when the customer arrives to pick up an order. When the fulfillment process — from cart to checkout — is smooth, seamless and speedy, customer satisfaction soars.

The entire experience can elevate a retailer's brand perception, and in today's retail landscape it's an essential component for a healthy retail operation.

While click and collect is a complex process, integrating and optimising a BOPIS program doesn't need to be.

Leading retailers are investing in click and collect solutions to enhance the customer experience. From receiving orders to back office fulfillment to managing returns, the right technology equips retailers with the tools to build an efficient and effective click and collect process that is also affordable and profitable.

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¹2017 Zebra Retail Vision Study, Zebra Technologies

Overcoming Click and Collect Challenges

Integrating a click and collect program is considerably more complex than single channel fulfillment. Outdated systems and technologies prevent workers from performing at peak productivity and can lead to inaccurate data and lost revenue — from inability to generate accurate inventory availability and location to receiving, retrieving and completing customer orders. A well-intentioned BOPIS program powered by inefficient technologies hinders retailers from delivering the frictionless experience customers have come to expect.



Increase Inventory Visibility

To manage orders effectively, associates and systems need to share accurate real-time inventory visibility. With mobile computers and scanners, associates can know what's in stock and can easily locate the item so customers aren't disappointed when their order isn't available.



Optimise Order Picking

Equip associates to fulfill online orders in-store while maintaining regular store operation efficiencies. Shoppers expect click and collect service to be fast and seamless — they want to be in and out of the store — which means associates need to be able to receive online orders, know where to locate the items and prepare the order for pickup. Mobile computers with multi-modal picking solutions can help ensure successful fulfillment that maintains the efficiency and accuracy necessary to satisfying customers.



Enable a Seamless Customer Experience

Forward-thinking retailers implement multiple point of sale (POS) options to maintain an efficient checkout pace that alleviates lines from building up and reduces shopper frustration. Stores can combine self-service kiosks with mobile computers and printers that enable customer recognition, order confirmation and secure payment — ensuring a hassle-free purchase and pick up process.



Zebra Has Your Solution

Access to real-time data is crucial to perfecting the click and collect process. Retailers are integrating systems that create a seamless experience between the physical and digital store to fine-tune fulfillment at every point of purchase. Because of the complexity and interwoven dependencies of click and collect, retailers need end-to-end solutions that connect every area of operations. Zebra's click and collect solutions are customisable to your specific business needs and are designed with you in mind. Your workers. Your work environment. Your workflows.

The Building Blocks of a Profitable Click and Collect Service

Hardware



Handheld Mobile Computers

Designed for enterprise environments and business functionality — empower workers with applications and features that increase efficiency, enhance customer satisfaction and simplifies click and collect.

- Built-in 1D/2D barcode scanning
- Connects seamlessly and reliably to Wi-Fi
- Intuitive user interface
- Long-lasting battery life
- Secure voice and messaging connectivity



Mobile Printers

Improve productivity by equipping workers with the power of on-the-spot printing of packing labels, pick up slips and return tags — less walk time and the ability to print anytime and anywhere means more flexibility to serve customers.

- Lightweight and compact
- Quick, clear printing
- Bluetooth®, Wi-Fi and WLAN connectivity
- Simplified user interface reduces opportunity for error
- Easy to operate and easy to manage



Desktop Printers

For reliable printing — when you need a batch of durable shipping labels and pick up slips quickly.

- Easy to use, deploy and manage
- Fast, high-quality thermal printing
- Intuitive user interface
- RFID printing capability



Interactive Kiosks

Tablet-style kiosks enable the ultimate customer self-service. Familiar consumer-styling pairs with enterprise-class features that allow them to take control and speed up the order pick up process.

- Instant response, intuitive touch screen
- Secure customer recognition
- Integrated 1D/2D barcode imager for accurate scanning
- Application Programming Interfaces easily enable up-sell and cross-sell



Handheld & Wearable Scanners

Empower workers with more mobility for faster, simpler order picking.

- Inventory tracking
- 1D/2D barcode scanning for order confirmation
- RFID capability for efficient inventory management



Software and Services

Partner Software

Zebra partners with several retail software developers that specialise in click and collect. They're tailored to empower staff to deliver elevated customer service that can give you a unique advantage over your competition. With end-to-end management of BOPIS and inventory and stock, your team can access real-time data that improves operational efficiency and increases sales.



Workforce Connect

To streamline workflows, Zebra's Workforce Connect application simplifies all voice and data communication into a single multi-functional mobile computer. Enterprise-class voice, data and text messaging connects your team and enables them to act efficiently and effectively — taking customer service quality to the next level.



Zebra OneCare

Get unmatched device support directly from the manufacturer with Zebra OneCare Support Services, which features support experts who speak 17 languages. Three service tiers — Essential, Select and Premier — are available to meet your unique store and enterprise needs. Depending on which tier you decide is best for your business, you'll enjoy support that ranges from service beyond the standard warranty, to more accessible live support and same-day replacement device shipping, to account-based service.



Purpose Built Features Include:

Android Operating System

World's most popular OS supported by a large development community for easy customisation and flexibility

Mobility DNA

Transforms Android™ from a simple consumer OS into an enterprise-ready platform with business, productivity, management and development tools

Print & Data Capture DNA

Robust utilities and applications for scanning and imaging to maximise worker productivity and optimise operations

Find out more about how we can customise a retail solution for you at www.zebra.com/retail



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