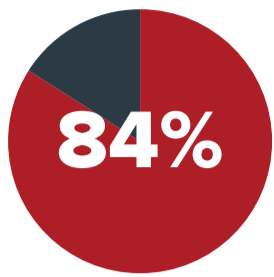


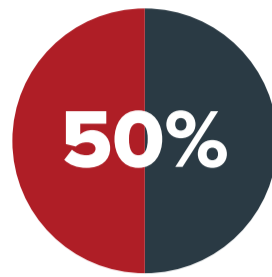
MAKING CLICK & COLLECT PROFITABLE



THE AVERAGE ONLINE SHOPPER IS INCREASINGLY DISSATISFIED WITH HOME DELIVERY⁽¹⁾:



HAVE ABANDONED ONLINE PURCHASES BECAUSE OF POOR DELIVERY OPTIONS



SAY IT'S INFURIATING HAVING TO WAIT AT HOME FOR A DELIVERY TO ARRIVE

CLICK & COLLECT CARRIES MORE BRAND IMPACT THAN TRADITIONAL CHANNELS BUT IT'S MUCH MORE COMPLEX THAN HOME DELIVERY, AND HARDER TO MAKE **PROFITABLE**.

ZEBRA HAVE IDENTIFIED **3** KEY STEPS TO MAKING CLICK & COLLECT PROFITABLE.

1 PERFECT THE PROCESS

RETAILERS NEED TO PERFECT THE OVERALL **PROCESS FLOW**.
BEING ABLE TO **PICK INSTORE** CAN SIGNIFICANTLY **REDUCE FULFILMENT COSTS**.
RETAILERS NEED **REAL-TIME INVENTORY** VISIBILITY AND **CONNECTED IT SYSTEMS**.

87%

OF RETAILERS AGREE A SINGLE VIEW OF INVENTORY DRIVES COMPETITIVE ADVANTAGE

33%

OF RETAILERS WOULD LIKE IMPROVED VISIBILITY OVER INVENTORY

2

FINE-TUNE FULFILMENT

TO ATTAIN PROFITABILITY RETAILERS NEED TO LOOK AT EACH AREA IN TURN AND EXAMINE HOW THEY CAN REDUCE COSTS.

PICKING EFFICIENCY
PACK AND LABEL
RECEIVING IN STORE
PROOF OF DELIVERY
CUSTOMER RECOGNITION
ORDER LOCATING
WORKFORCE COMMUNICATIONS



42%

OF SHOPPERS BELIEVE THEY HAVE A BETTER EXPERIENCE WHERE STAFF USE TECHNOLOGY⁽²⁾

JOHN LEWIS USED M-NETICS SOFTWARE AND ZEBRA HANDHELD SCANNERS TO EXPAND ITS CLICK AND COLLECT CAPACITY BY⁽³⁾

30%

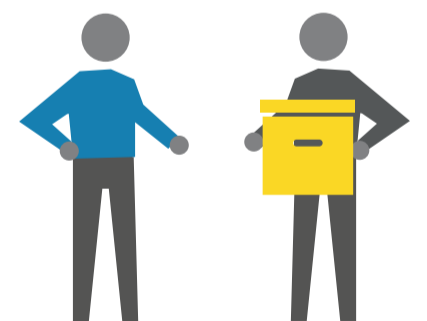
3 REMOVE THE PAIN FROM RETURNS

23%

OF FASHION RETURNS ARE INTENTIONAL - CUSTOMERS ARE "TAKING THE FITTING ROOM HOME"⁽⁴⁾

72%

OF CUSTOMERS WOULD BE UNLIKELY TO SHOP WITH A RETAILER IF THEY HAD A BAD RETURNS EXPERIENCE⁽⁵⁾



£600million

OF STOCK BOUGHT BETWEEN BLACK FRIDAY AND DECEMBER IS TIED UP IN THE RETURNS SYSTEM BY MID-DECEMBER, PREVENTING RETAILERS FROM SELLING THE ITEMS DURING THE SALES SEASON.⁽⁶⁾

RETURNS ARE HERE TO STAY, SO RETAILERS NEED TO BE SMARTER ABOUT MANAGING THEM – MAINTAINING VISIBILITY ON INVENTORY AND GETTING ITEMS BACK INTO STOCK AS QUICKLY AS POSSIBLE.

Zebra's new eBook "**THREE STEPS TO CLICK & COLLECT EFFICIENCY**" takes a clear and honest look at delivering Click & Collect profitably, with practical real-world examples and best practice guidelines for reducing costs while delivering a great customer experience.

WWW.ZEBRA.COM/CLICK-AND-COLLECT

Talk to Zebra today about optimising Click & Collect to make it make money for you.
CONTACT US



(1) Duddle research UK 2016

(2) European Shopper Survey 2015, Zebra

(3) https://www.zebra.com/content/dam/zebra_new_ia/en-us/solutions-verticals/product/Mobile_Computers/GENERAL/success-story/john-lewis-success-story-en-gb.pdf

(4) Omni-channel Retail Survey 2016, KPMG

(5) Omni-channel Retail Survey 2016, KPMG

(6) 'Clear Returns', The Telegraph, 2016