



Doodle Partners With Zebra Technologies For Click & Collect

ABOUT DODDLE

Launched in 2014, Doodle is a network of parcel pick-up and drop-off locations that allows customers to collect and return online shopping from hundreds of online retailers both in the UK and around the world. It has a simple mission: to save consumers time. Customers can quickly collect or return their online shopping when and where it suits them, saving the hassle of missed deliveries, whilst lowering the environmental impact through consolidated shipments.

With its customer-centric approach, Doodle has become the UK's leading provider of click & collect services; it counts some of the world's biggest multichannel retailers including Amazon, Net-a-Porter, Missguided and ASOS among its partners. As the click & collect market rapidly expands, so does the demand for further Doodle locations. Doodle has now partnered with established retailers, including supermarkets such as Morrisons and charity stores like Cancer Research UK, to open concessions at their premises.

Challenge

Doodle wanted to ease and streamline processes for its staff and concession partners, to make them more mobile and enable them to serve customers more quickly and efficiently. Previously, Doodle had a fixed POS system in-store; this was often comprised of two to four terminals and various handhelds, with staff having to switch between the different devices to serve customers. Other processes, such as finding customer account numbers, were manual. Entering into concessions, Doodle needed to reduce its store footprint from 12,000 square feet to as little as 78 square feet, which meant it had to significantly reduce its hardware footprint.

SUMMARY

Doodle.

Customer
Doodle

Industry
Retail: Click & Collect

Challenge

Doodle needed to make its teams more mobile to be able to service customers anywhere, this meant reducing its in-store footprint and moving to a mobile handheld solution

Solution

- Zebra TC70 Touch Computer
- Zebra TC51 Touch Computer
- Zebra GK420D Desktop Printer
- Zebra OneCare Essentials

Results

- Reliable, robust hardware
- Average transaction time for parcel collection reduced to 1 minute 48 seconds, for a return 1 minute 15 seconds
- Faster lead times to open new concessions and stores
- Smaller in-store technology footprint
- Up to 50% reduction in CAPEX
- Scalability for immediate expansion at peak periods



Solution

Doddle is now working with Zebra hardware in its stores and concessions. Its own teams and concession partners – such as Morrisons employees or Cancer Research volunteers – use the TC70s and TC51s to map the whole click & collect journey for each individual package. Doddle's own in-house software for click & collect runs on all the devices and the devices wirelessly connect to Doddle's platform.

When a parcel arrives, a team member books it in and allocates a storage location. The system then triggers a notification – via SMS, push or email – to the customer that the item is ready to collect. When collecting their packages, customers have to present their collection codes or emails to confirm their identity; the item is then located and the transaction is recorded. There is also in-built functionality to identify uncollected items after seven days and to manage their return to the retailer. Customer returns can also be processed and store colleagues can customise the returns according to the retailer's requirements – to include an RMA (return merchandise authorisation) code and to document the reason for return, for example.

These processes generally involve scanning barcodes on the parcels. However, employees also use the camera on the TC70s and TC51s to photograph each parcel for image recognition purposes. When there is no barcode on the parcel, the customer's name and unique Doddle ID is used to extract the contact details of the customer to trigger the notification via image recognition technology. Previously staff had to manually look up customer accounts for this information.

Doddle IT teams use mobile device management software to push out updates to the Zebra devices and the devices are protected by a Zebra OneCare Essentials coverage plan, in case of device damage or failure.

The Zebra GK420D Desktop Printers meanwhile are used to print off any address labels or further hard copy documentation needed to accompany any parcels. The printers are reliable and easy-to-use.

Doddle has white labelled its click & collect solution as 'Powered by Doddle' and is now taking this to a global market for retailers to use in their own stores to provide a better click & collect experience. The Zebra Android devices are a key component of the offering and Zebra will be working alongside Doddle at events across Europe later this year to showcase 'Powered by Doddle'.

“Click & collect is the fastest-growing fulfilment method in the UK; moreover, click & collect customers buy more frequently, spend more and are very loyal. As such, demand for our service is high and we are due to open up to 500 further locations before the end of this year. With the new mobile technology we have in place – exclusively Zebra devices – we can get new stores up and running within a matter of hours. This means our teams have the flexibility to serve customers quickly and efficiently, ensuring we can maintain the net promoter score of 82 we've worked hard to achieve. Zebra Technologies is integral to the success of our solution.”

Gary O'Connor,
CTO, Doddle



Results

Eliminating a dependency on fixed hardware, Doddle has been able to shorten the lead time to open a new location from a number of days to a few hours. This has also resulted in a reduction in IT CAPEX of up to 50%.

Doddle now has a refined solution that means it can serve any customer efficiently and quickly anytime, anywhere: the average transaction time for a parcel collection has reduced to 1 minute 48 seconds and for a return just 1 minute 15 seconds. Fast processes ensure happy customers and Doddle's net promoter score is consequently exceptionally high. Moreover, with the flexibility and scalability of the system, Doddle can easily deploy extra Zebra TC70s and TC51s at peak times, such as in the run-up to Christmas, to ensure its customer service and efficiency remain high at all times. The streamlining of processes empowers store colleagues, and feedback has been exceptional.

A parcelista at Doddle's King's Cross store summarises: "The handhelds are really fast, which makes serving customers so much easier during busier times. It's as simple as point, scan, select and the job is done. Being mobile means we can serve customers anywhere as well as process incoming parcels from carriers without needing to worry about being close to the POS. The clarity of the touch screen is also a great feature. Depending on where you are in the store, there isn't always great lighting but the screens are really easy to read and the touch-screen functionality is so much simpler than needing to use a keypad."

The solution has been a key driver in Doddle's rapid expansion; Doddle is looking to have 500 locations open countrywide by the end of this year and to double that number by the end of next year. Looking forward Doddle is also looking at developing its solution to offer customers a self-service system in-store, with its software running on a Zebra tablet. It's exciting times for Doddle.

FOR MORE INFORMATION, PLEASE VISIT: WWW.ZEBRA.COM



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