
Get more from
your stores with
Ship-from-Store.
In-store omnichannel services
E-reservations
Click & collect
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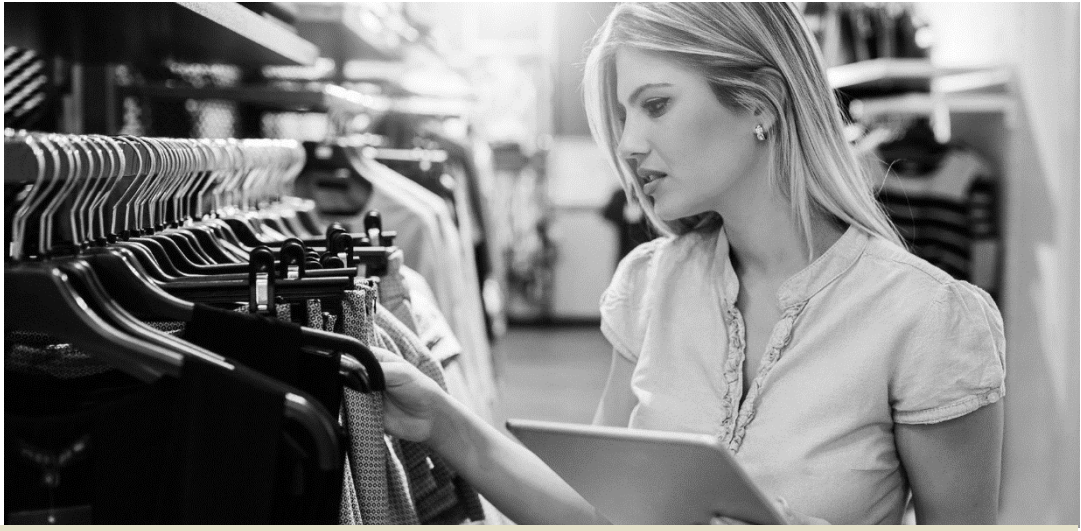


Ship-from-store: A fulfillment powerhouse

Covid-19 and the lockdown on physical stores has changed retail as we know it.

It has forced many high street brands to accelerate their omnichannel and digital transformation and rethink the role of their stores, with results that will long outlast the crisis. As a result, we're now seeing a significant rise in retailers offering omnichannel services like Ship from Store and Buy Online Pick up In Store (BOPIS). These services allow retailers to leverage their prime store locations and efficiently fulfil online orders using local store inventory serving customers more quickly and economically, whilst reducing carbon footprint.

If online shopping has soared during this crisis, notably in the food, DIY and home improvement areas, other sectors did not benefit. Online shopping will continue to grow but, it's far from marking the end of the store.

Key figures

Around 90% of people say they've modified their shopping habits after the Covid-19 pandemic and lockdown.

Accelerating new in-store omnichannel services

Ship-from-store, e-reservations, and Click & collect.

Even though the role of the store is far from over, the days of having a separate channel specifically for the allocation of sales to the web, or the store, is no longer viable. With omnichannel, the previous divisions fall by the wayside and retailers can now offer more to the customer.

The role of the store has changed: becoming logistics hubs in their own right. Now, retailers need to determine whether it's best to directly ship a web order from the store

"In-store omnichannel services are a great weapon for bringing consumers back to store, leveraging prime locations and differentiating from digital brands."

With e-reservations, Click and Collect, endless aisles and Ship from Store, the customer enjoys all the flexibility they need. This means retrieving or receiving products wherever and however the customer wants. You can view this as an added arm to the power of stores.

Key reminders

What are the 3 main advantages of ship from- store?

1. Extend product ranges
2. Minimise e-commerce out-of-stock
3. Reduce delivery costs and distance for more sustainable fulfilment

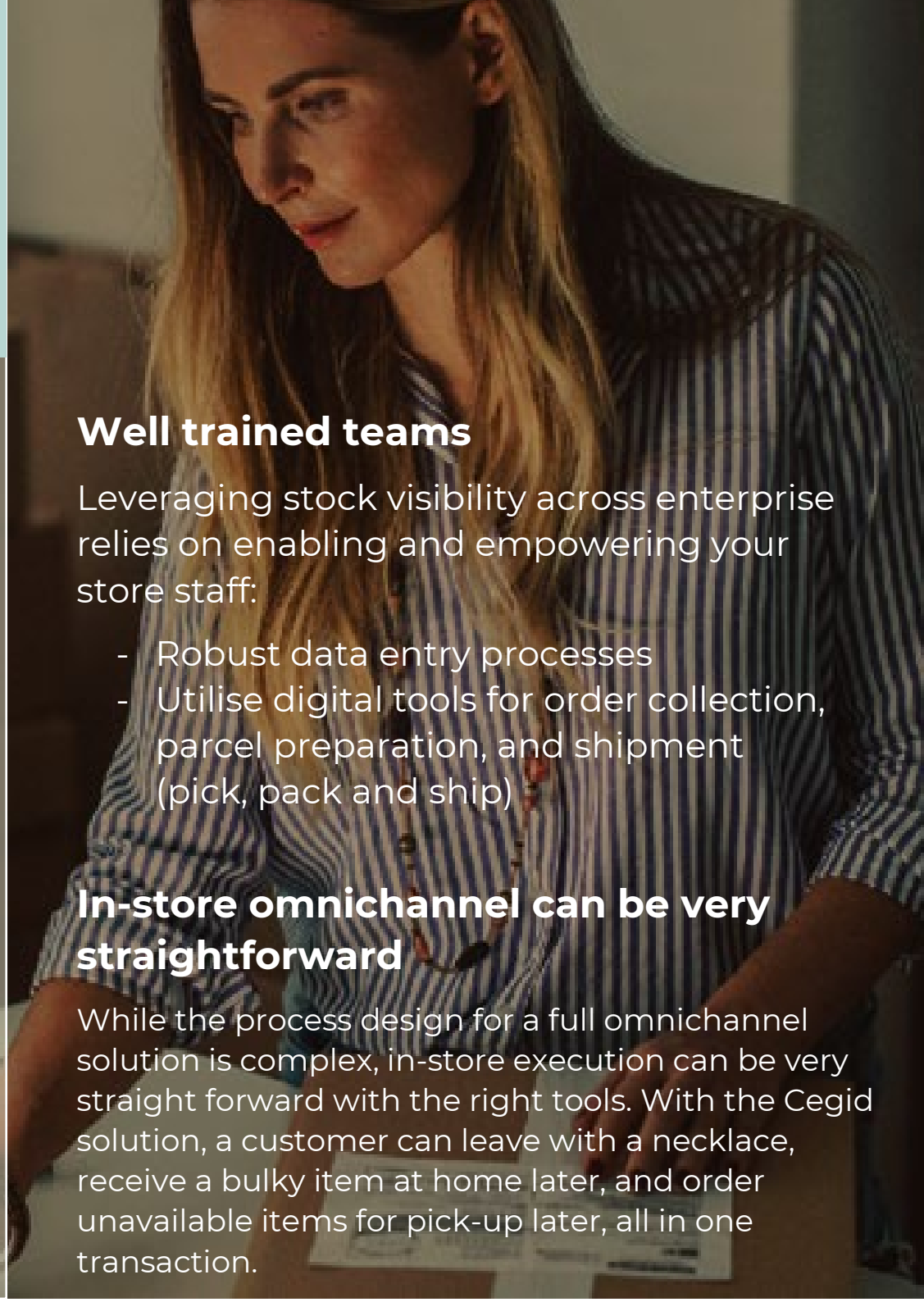
What’s required to implement ship-from-store?

Single and real-time visibility across the retail enterprise

In order to offer a Ship from Store service, you need to be able to meet certain requirements at the back-office level, such as having single and real-time visibility of stock across the retail enterprise.

Accurate stock monitoring lies at the heart of our entire omnichannel strategy. But data alone is not enough to successfully deploy omnichannel services. You also need to look at your store processes.

And it’s best not to start with the most complex processes. The key to success lies in exactitude and accuracy around stock levels, and a single centralised view of stock across the organisation. If the information is unreliable - such as products listed as in-stock, when in fact they’re missing - it will lead to disappointed customers.



Well trained teams

Leveraging stock visibility across enterprise relies on enabling and empowering your store staff:

- Robust data entry processes
- Utilise digital tools for order collection, parcel preparation, and shipment (pick, pack and ship)

In-store omnichannel can be very straightforward

While the process design for a full omnichannel solution is complex, in-store execution can be very straight forward with the right tools. With the Cegid solution, a customer can leave with a necklace, receive a bulky item at home later, and order unavailable items for pick-up later, all in one transaction.

What can retailers expect to look forward to?

Successfully deploying Ship from Store requires a fair amount of preparation, staff training and making sure retailers have the right tools to execute any new operations; not to mention real-time visibility of stocks and sales. If

you can manage all this, there's a lot to be gained. First of all, you can look forward to faster delivery times at lower cost. According to the OpinionWay survey mentioned earlier, more than 8 out of 10 shoppers (82%) abandoned an online purchase because the delivery conditions didn't suit them. Delivery costs were either deemed too high (64%); delays were seen as too long (41%); and nearly a quarter complained of a lack of transparency on fees (22%).

With a ship-from-store service, retailers can offer express delivery within one or two hours, at a lower preparation cost than in most warehouses.

Another benefit is overcoming e-commerce issues surrounding out-of-stocks - particularly prevalent in the fashion sector, where many ranges are already allocated to stores from the beginning of each season. On average, around 8% of products are unavailable and this figure can rise to 10%* or more for products on promotion or sale.

Go further with endless-aisle

And finally, there's the added advantage of boosting your range and offering an "endless aisle" of products. It's difficult – if near impossible - for a store to have all products always displayed. There's a trend towards expanding ranges, but stores are restricted by the confines of the walls.

Selected items can either be sent from another store, or from the central warehouse. An effective order management system (OMS) and its algorithms can work out what's best by determining the best shipping point.

Key figures

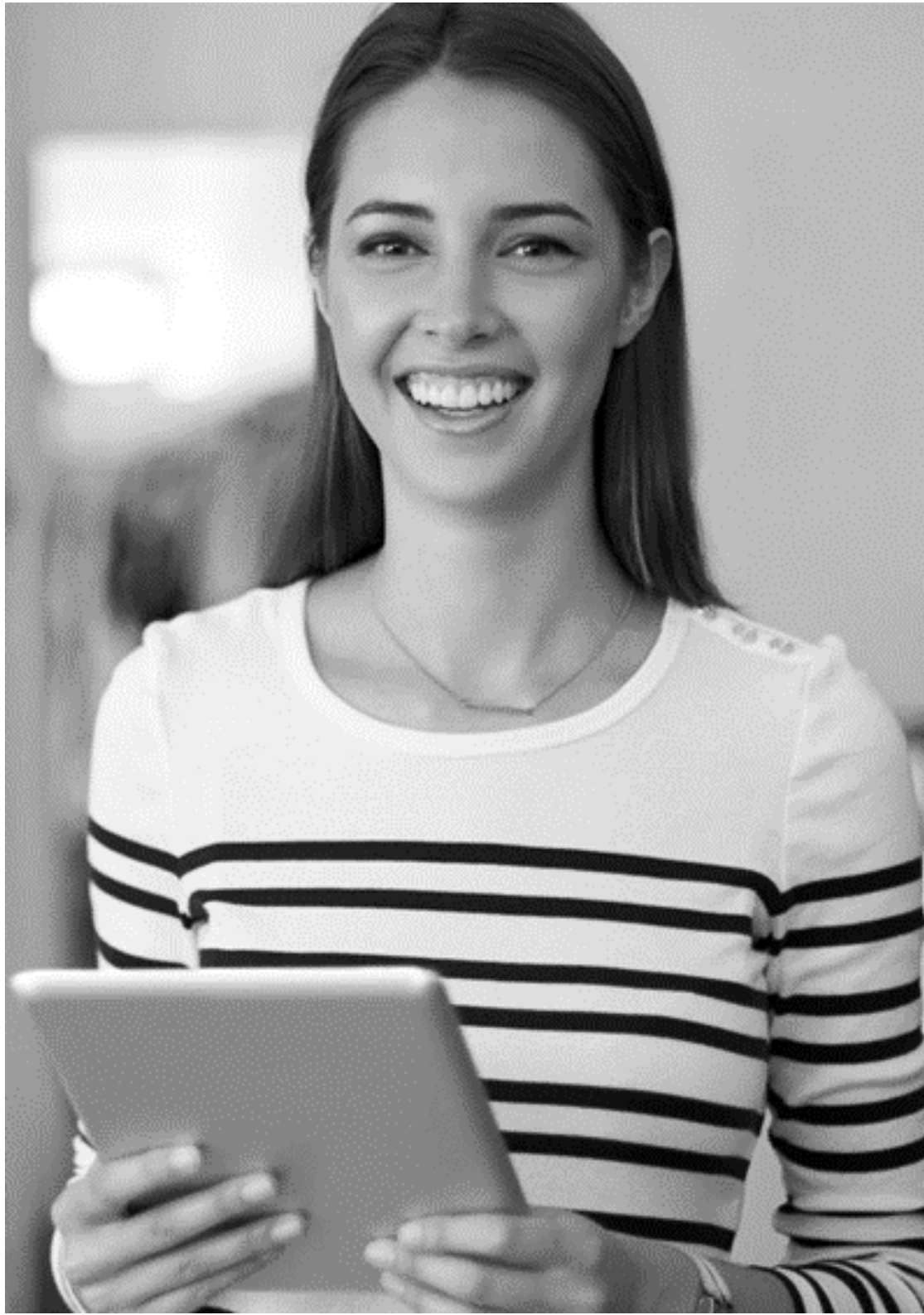
82% of shoppers have abandoned a purchase online because delivery options didn't suit them.

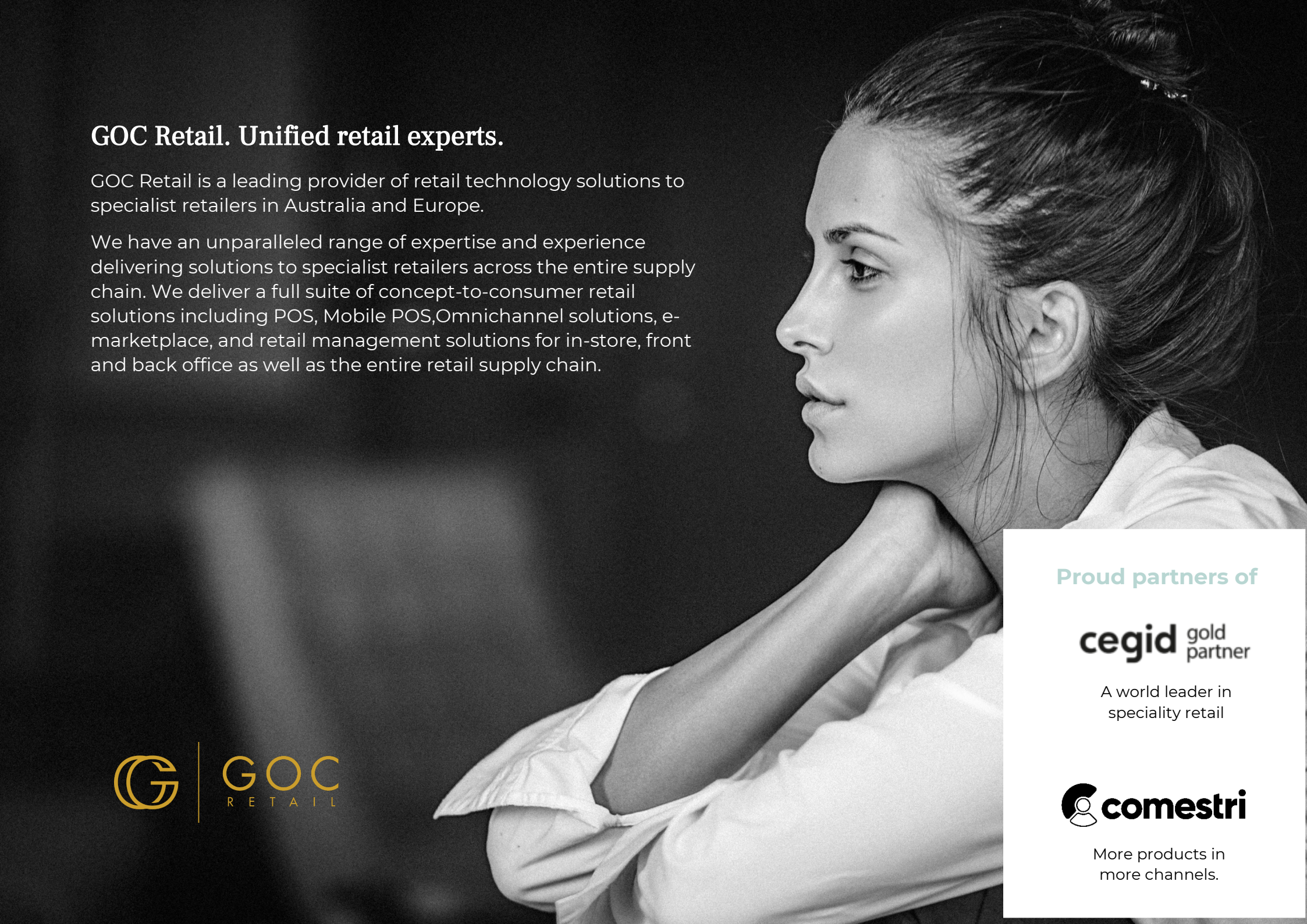
Conclusion

The acceleration to omnichannel services is no longer an option as consumer shopping habits evolve so rapidly. Today's shopper is buying into a complete service that not only includes the product, but delivery options as well - all on demand.

The store is not going away.

It can - and should - become a cornerstone of a brand's omnichannel strategy by transforming itself into a supply chain hub. Ship from Store and new omnichannel services have a key role to play, as they enable retailers to deliver a highly sought-after and streamlined shopping experience to the customer.





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