

ENHANCING BOPIS FULFILLMENT

How Automated Self-Service Solutions Can Handle Rising Order Volumes And Improve The Customer Experience

Consumers are making their voices heard loud and clear about buy online, pick up in-store (BOPIS). Pickup efficiency is cited by **three out of four customers** as influential to whether they buy a product, and **40%** say they would try BOPIS to avoid waiting in lines.¹ Statistics like this send a clear message to retailers: It's time to look beyond the usual solutions and enhance fulfillment operations to accommodate today's consumers.



Many retailers currently engaging in BOPIS have found **inefficiencies in the process**. For example, in larger stores, omnichannel customers must wait at a general customer service desk to get their packages. In smaller outlets, staff must leave the sales floor to check for BOPIS products in the stockroom. Both situations can lead to confusion, long waits for the customer and dissatisfaction with the process in general.



Automated locker systems can fix these issues and help create a seamless and consistent BOPIS experience. Whether lockers are located inside the store or outside for 24/7 availability, customers can easily access their products by scanning a bar code from their phone, which opens the locker and allows them to retrieve their purchases. There's no need to wait for an associate, which gives customers the freedom to do more in-store shopping or to be on their way quickly.



Results from retailers with automated locker systems for BOPIS fulfillment include quantifiable operational efficiency improvements, larger average order values (AOVs) and higher customer satisfaction.

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¹ Shopgate, *The New Rules for Omnichannel Retailing*, 2019



Package Concierge® is the trusted provider of automated locker solutions. With over 40 million transactions, Package Concierge combines expertise and technology to seamlessly automate fulfillment processes for retailers. As the only vertically integrated solution, Package Concierge products are built in the U.S.A. and powered by proprietary software to deliver on security, design and functionality. By collaborating with customers to understand and address their evolving needs, Package Concierge® delivers the highest quality solutions to optimize operations and enhance user experiences. For more information, visit www.packageconcierge.com.

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