

In-store pickup is rapidly growing in popularity with today's consumer. But how are retailers succeeding with this challenging omnichannel fulfillment offering? Kibo, Multichannel Merchant and the e-tailing group went undercover and mystery shopped 30 leading retailers to find out.

From ordering on a mobile app to visiting the store to purchase or exchange the item, our super sleuths recorded the areas where retailers offered consistent experiences (in-store pickup must-have requirements), as well as the areas where retailers could improve. What secrets did our gumshoes discover about the buy online, pickup in store shopping experience?





status, but only 17% showed actual store quantity

CONTACT

www.acme.com | 123-456-7891 email@acme.com

 \bigcirc



of the apps offered in-aisle store mapping

of apps displayed easily visible contact information, but only 29% offered live chat and 13% offered a mobile wallet

of retailers not only showed

showed a pickup time in the

shopping cart

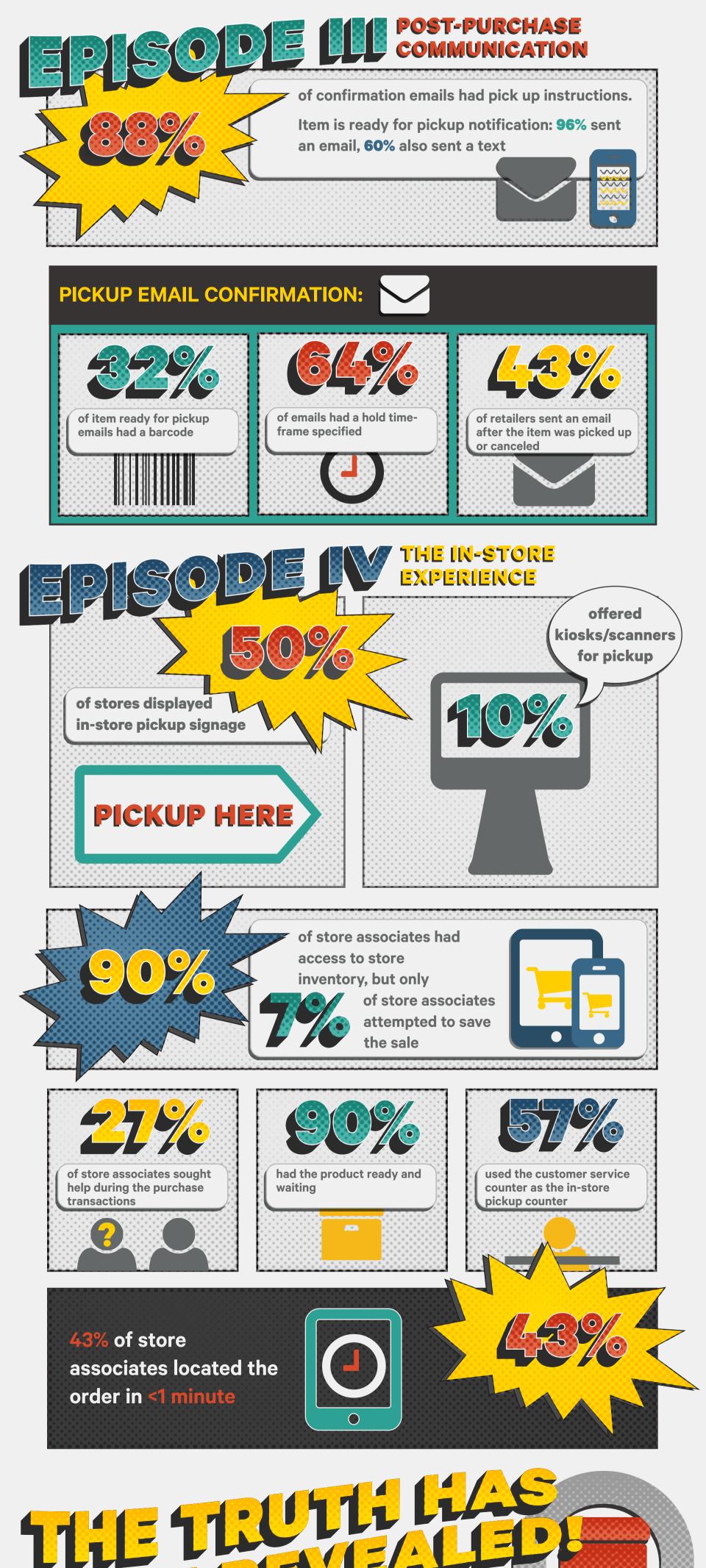
inventory at the shopper's store

of choice, but also nearby stores

EPISODE II THE CHECK-OUT PROCESS

Only 37% allowed someone other than the purchaser to pick up the order. Only 4% allowed shoppers to pay in the store

> 83% of retailers offered an in-store pickup timeframe of <24 hours



WHILE THESE LEADING RETAILERS EXCELLED IN MANY **AREAS, THERE IS STILL ROOM FOR IMPROVEMENT.** WHETHER YOU ARE EMBARKING ON YOUR FIRST **IN-STORE PICKUP INITIATIVE, OR LOOKING TO IMPROVE** YOUR CURRENT BOPIS PROCESS, USE THE **INFORMATION ABOVE TO DELIVER THE ULTIMATE CUSTOMER SHOPPING EXPERIENCE.**

ECOMMERCE • ORDER MANAGEMENT • MOBILE POINT OF COMMERCE

THE UNIFIED OMNICHANNEL COMMERCE SOLUTIONS OF MARKETLIVE, SHOPATRON, AND FIVERUN



To find out more about Kibo, call 877-350-3866 or visit our website at www.kibocommerce.com