

BUY ONLINE PICKUP IN STORE

MYSTERY

SHOPPING STUDY

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?

EPISODE I

MOBILE APP PURCHASES

42%

Two out of five (42%) of the apps promoted in-store pickup as a fulfillment option

88%

of retailers showed in-stock status, but only 17% showed actual store quantity

13%

of the apps offered in-aisle store mapping

92%

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

EPISODE II

THE CHECK-OUT PROCESS

93%

of retailers not only showed inventory at the shopper's store of choice, but also nearby stores

78%

showed a pickup time in the shopping cart

37%

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

83%

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

EPISODE III

POST-PURCHASE COMMUNICATION

88%

of confirmation emails had pick up instructions.

Item is ready for pickup notification: 96% sent an email, 60% also sent a text

PICKUP EMAIL CONFIRMATION:

32%

of item ready for pickup emails had a barcode

64%

of emails had a hold time-frame specified

43%

of retailers sent an email after the item was picked up or canceled

EPISODE IV

THE IN-STORE EXPERIENCE

50%

of stores displayed in-store pickup signage

PICKUP HERE

10%

offered kiosks/scanners for pickup

90%

of store associates had access to store inventory, but only 7% of store associates attempted to save the sale

27%

of store associates sought help during the purchase transactions

90%

had the product ready and waiting

57%

used the customer service counter as the in-store pickup counter

43% of store associates located the order in <1 minute

43%

THE TRUTH HAS BEEN REVEALED!

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

KIBO

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