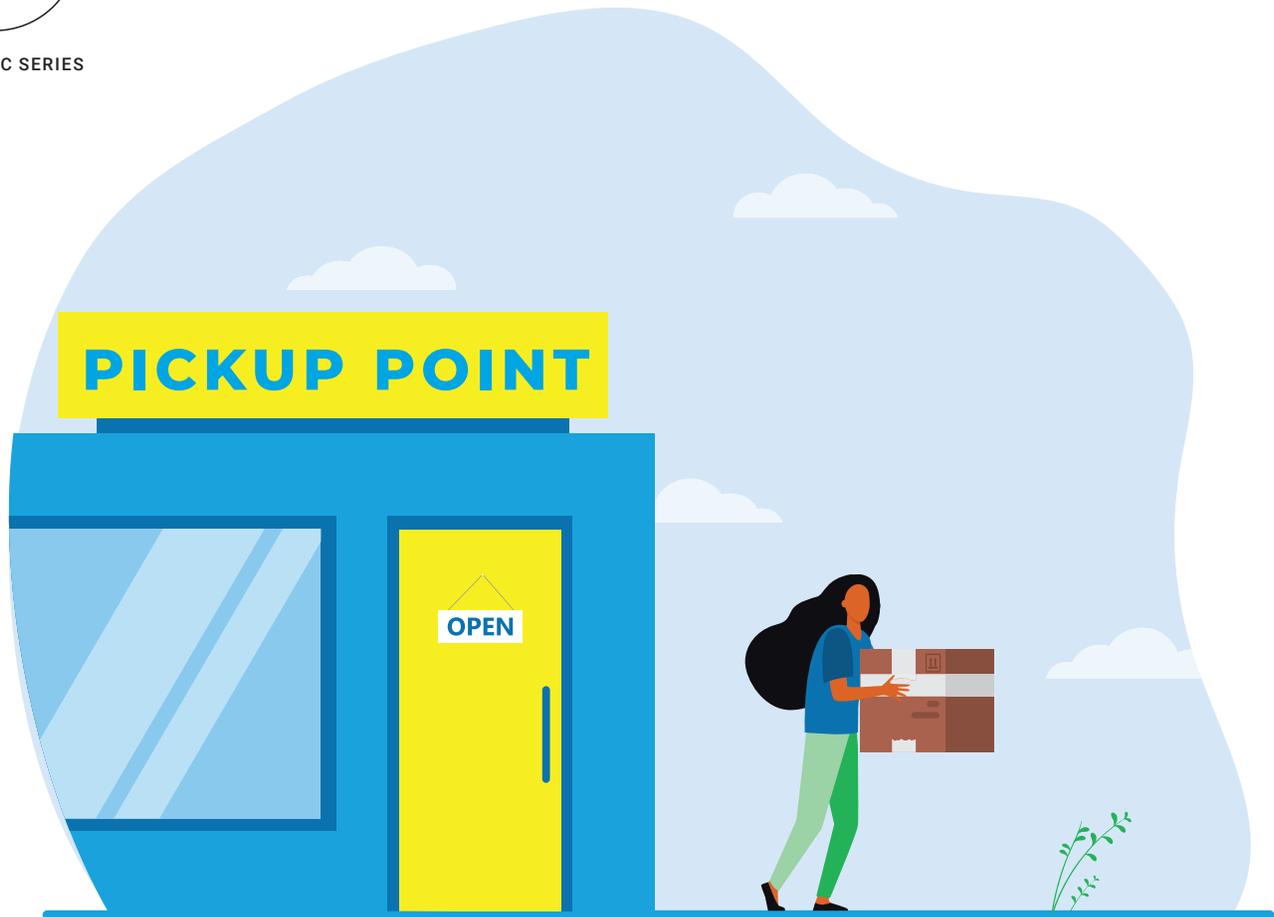


STRATEGIC SERIES



The Best BOPIS

HOW TO IMPROVE YOUR BUY ONLINE, PICKUP IN STORE OFFERINGS

Adaptability is key to retail success. Retailers who stay successful refine their services quickly to meet new customer demands.

Buy online, pickup in store (BOPIS) has emerged as a standard in the way retailers deliver to customers. Customers have come to expect it.

You've more than likely had customers ask for BOPIS services and you've probably implemented them at your operation. Follow these five tips to ensure your BOPIS is the best on the block.



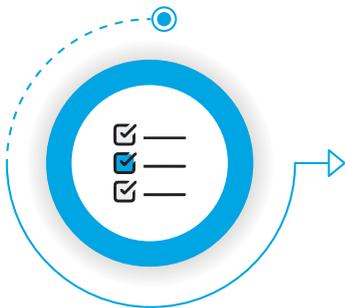
Provide specific training.

Don't assume your team will naturally understand how to do BOPIS. Provide specific BOPIS training to ensure each member of your team knows the procedure and expectations you've established. BOPIS usually involves customers coming into the store to personally collect their items, but also add curbside delivery training to your overall planning.



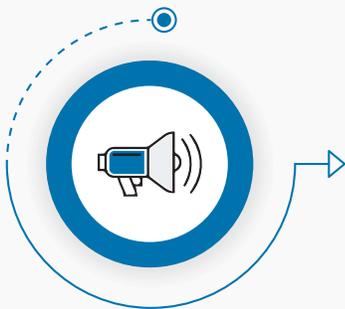
Get the details right.

One of the greatest strengths of independent home improvement operators is their ability to make fast, customer-driven decisions. But that flexibility can be tarnished if a customer's BOPIS orders aren't correct. Be sure a quality assurance check is part of your BOPIS workflow. Do one final check to ensure all products are accounted for and receipts are accurate and enclosed with each order.



Audit the system

One way you can get direct feedback on how your BOPIS system is working is by conducting an anonymous audit. Either place an order yourself or have a trusted confidant place an order. Ask that person to be totally honest about the experience and share what could have been done better to improve your BOPIS service.



Get the word out.

When finalizing a customer's order, remember that a BOPIS transaction is still an opportunity to advertise your business, upcoming events and special projects. Print out flyers for your business or your next customer event and include one with each purchase. If you collect a customer's email and get their permission to message them with advertisements, add them to your email marketing list to grow your following.



Collect feedback—and use it.

Another option to add to customers' orders is a survey to help improve your BOPIS offerings. Either print out a short survey customers can fill out in your parking lot, or add a link to an online option. Collect the data and review changes month to month, quarter to quarter, to better refine your BOPIS needs by discovering what's connecting with customers.