

USE CASE

MAXIMIZING IN-STORE BOPIS SALES LIFT

Buy Online, Pickup in Store (BOPIS), also known as Click & Collect, allows customers to visit physical, brick-and-mortar stores to pick up online orders from dedicated counters or lockers. Both BOPIS and its counterpart BORIS (Buy Online, Return in Store) offer a great opportunity for retailers to connect their online and in-store channels and create in-person interactions with traditionally online buyers. For retailers, the beauty of driving shoppers to collect purchases in store is that it allows retailers a second opportunity to sell to an already-engaged customer. Positioning relevant inventory close to BOPIS desks and training associates to use upsell techniques to engage customers could have a major impact on facilitating incremental sales.

Challenges

One specialty retailer with nearly 800 locations in the United States recently implemented a BOPIS strategy and infrastructure, but needed greater visibility into the impact on sales and the ability to identify areas for improvement. More specifically, management wanted a better idea of the sales lift associated with BOPIS customers purchasing additional items while visiting the store to pick up their online purchase. This metric was of special interest to management because these additional sales didn't require additional labor, advertising, or other costs.

Solution

Using Agilence's data analytics platform, the retailer's analysts discovered that 10% of their BOPIS transactions included additional in-store sales above the online purchase amount. Those BOPIS transactions increased on average \$26 above the original online purchase amount. Interestingly, certain locations were well above the 10% average, while others were drastically under the average. The ability to report and set automated alerts on upselling performance within BOPIS transactions by location and associate will help management understand how the top associates and locations are performing so well and apply that knowledge to underperformers.

Benefits By the Numbers

- With the ability to isolate under-performers for additional upsell training, the retailer set a goal to increase the percent of BOPIS transactions with additional in-store purchases from 10% to 15%.
 - The sales opportunity associated with reaching this goal is approximately \$113,000 per month or \$1,356,000 annually.

As major retailers adopt Click & Collect, also known as Buy Online, Pickup in Store (BOPIS), most speak positively about the impact BOPIS has had on their bottom line. With Agilence's data analytics platform, retailers can gain insights that allow them to measure and optimize the positive impact BOPIS has had on sales.