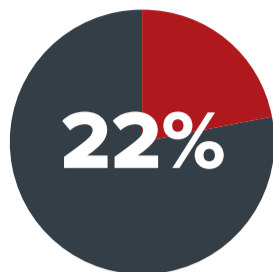


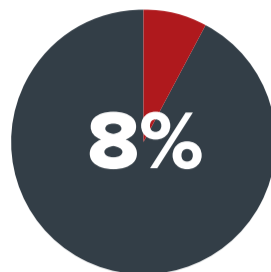
MAKING CLICK & COLLECT PROFITABLE



THE AVERAGE SHOPPER IS INCREASINGLY USING IN-STORE COLLECTION WHEN SHOPPING ONLINE⁽¹⁾



22% OF ONLINE SHOPPERS CHOOSE TO PICK UP THEIR GOODS IN-STORE



8% OF CUSTOMERS WHO USE MOBILE TO PURCHASE GOODS CHOOSE TO PICK UP IN-STORE

CLICK & COLLECT CARRIES MORE BRAND IMPACT THAN TRADITIONAL CHANNELS BUT IT'S MUCH MORE COMPLEX THAN HOME DELIVERY, AND HARDER TO MAKE PROFITABLE

ZEBRA HAVE IDENTIFIED 3 KEY STEPS TO MAKING CLICK & COLLECT PROFITABLE:

1 PERFECT THE PROCESS

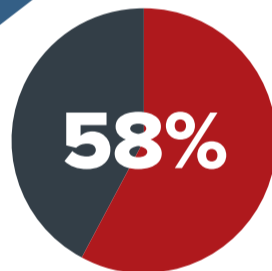
RETAILERS NEED TO PERFECT THE OVERALL **PROCESS FLOW**.
BEING ABLE TO PICK IN-STORE CAN SIGNIFICANTLY **REDUCE FULFILMENT COSTS**.
RETAILERS NEED **REAL-TIME INVENTORY VISIBILITY** AND **CONNECTED IT SYSTEMS**.

87%

OF RETAILERS AGREE A SINGLE VIEW OF INVENTORY DRIVES COMPETITIVE ADVANTAGE⁽²⁾

33%

OF RETAILERS WOULD LIKE IMPROVED VISIBILITY OVER INVENTORY



58% OF SHOPPERS AGREE THAT THEY HAVE A BETTER EXPERIENCE IN STORES WHERE SALES ASSOCIATES USE HANDHELD COMPUTERS TO ASSIST CUSTOMERS⁽³⁾

2 FINE TUNE FULFILMENT

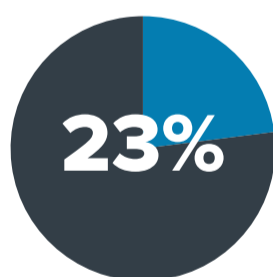
TO ATTAIN PROFITABILITY RETAILERS NEED TO LOOK AT EACH AREA IN TURN AND EXAMINE HOW THEY CAN REDUCE COSTS.

- PICKING EFFICIENCY
- PACK AND LABEL
- RECEIVING IN-STORE
- PROOF OF DELIVERY
- CUSTOMER RECOGNITION
- ORDER LOCATING
- WORKFORCE COMMUNICATIONS

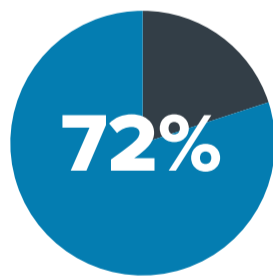
JOHN LEWIS USED M-NETICS SOFTWARE AND ZEBRA HANDHELD SCANNERS TO EXPAND ITS CLICK & COLLECT CAPACITY BY

30%⁽⁴⁾

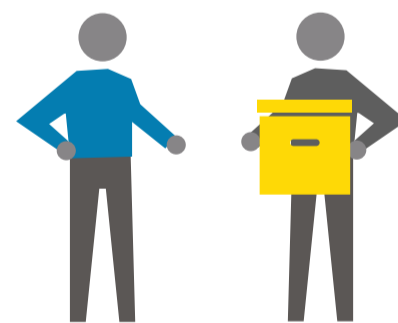
3 REMOVE THE PAIN FROM RETURNS



23% OF FASHION RETURNS ARE INTENTIONAL - CUSTOMERS ARE "TAKING THE FITTING ROOM HOME"⁽⁵⁾



72% OF CUSTOMERS WOULD BE UNLIKELY TO SHOP WITH A RETAILER IF THEY HAD A BAD RETURN EXPERIENCE⁽⁶⁾



\$776million

OF STOCK BOUGHT BETWEEN BLACK FRIDAY AND DECEMBER IS TIED UP IN THE RETURNS PROCESS, PREVENTING RETAILERS FROM SELLING THE ITEMS DURING THE SALES SEASON⁽⁷⁾

RETURNS ARE HERE TO STAY, SO RETAILERS NEED TO BE SMARTER ABOUT MANAGING THEM - MAINTAINING VISIBILITY ON INVENTORY AND GETTING ITEMS BACK INTO STOCK AS QUICKLY AS POSSIBLE.

Zebra's new eBook "THREE STEPS TO CLICK & COLLECT EFFICIENCY" takes a clear and honest look at delivering Click & Collect profitably, with practical real-world examples and best practice guidelines for reducing costs while delivering a great customer experience.

WWW.ZEBRA.COM/CLICK-AND-COLLECT

Talk to Zebra today about optimizing Click & Collect to make it make money for you.
CONTACT US



(1) Zebra 2015 Global Shopper Study

(2) The Connected Shopper survey & Flawless Fulfilment in the retail supply chain survey, completed by IDG on behalf of Zebra Technologies

(3) Zebra 2015 Global Shopper Study

(4) https://www.zebra.com/content/dam/zebra_new_ia/en-us/solutions-verticals/product/Mobile_Computers/GENERAL/success-story/john-lewis-success-story-en-gb.pdf

(5) Omni-channel Retail Survey 2016, KPMG

(6) Omni-channel Retail Survey 2016, KPMG

(7) 'Clear Returns', The Telegraph, 2016