



The UK's rise of click and collect and curbside pickup in the Covid-19 era

Based on insights from a survey of 2,000 British consumers



A survey ran by leading global retail tech company.



About the 2,000 UK consumer survey

Coronavirus has changed the world as we know it. Many stores have had to close shop, causing mass job losses and economic downturns. Even those that remain open have had to adapt to new ways of operating.

With key scientific discoveries yet to be made, nobody knows how long the necessary social distancing measures of the pandemic will continue for.

Retailers will need to find a new ways to serve their customers that prioritise their health. Doing so will ensure stores can stay open, jobs stay intact and spend continues in the economy.

To help retailers to navigate this challenging period we surveyed 2,000 UK consumers to understand: which stores they were avoiding during the Covid-19 outbreak, how they plan to use click and collect and which retailers they want virtual service from by phone or video



Qudini's survey of 2,000 British consumers shows that click and collect services will gain traction during Covid-19

Outside of Coronavirus:

- Only **10%** of UK consumers use **click and collect frequently**. 30% do so occasionally.
- A **third (33%)** of Britons **never** use click and collect.
- **GenZ customers** are the **most likely** to use click & collect; **19%** will do so **frequently**. **Millennials** are the second most likely to use click and collect.
- **Baby Boomers** are the **least likely** to use click and collect, only **4%** will do **frequently**.

During the Covid-19 outbreak:

- **43%** of **grocery** and **pharmacy** customers plan to **use click and collect more** to reduce time in-store.
- **26%** of people plan to use click and collect more across "**Other retailers in general**"
- All **demographics** are **equally likely** to **increase** use of **click and collect** during the Coronavirus outbreak to reduce time in store.
- Even a **third (35%)** of **Baby Boomers** plan to increase use of click and collect.

What this suggests for retail in during Covid-19

- 📦 **Stores** should serve as **contactless fulfilment** hubs for customers to collect online orders with **minimal contact**.

What getting this right would mean to a retailer:

- 💰 **Reduced delivery costs** and **increased omni-channel customer behaviours** leading to future growth (omni-channel customers spend 15% more and retain longer).

What this would mean to the economy:

- 💡 Retailers can **improve profitability** and more **jobs** stay intact to support store operations.

How the Qudini software helps

Offer **contactless online order pick-up** by enabling customers to check-in and receive SMS and smartphone updates while staff locate and bring them their order to them at the store entrance or curbside.





Our insights in more detail



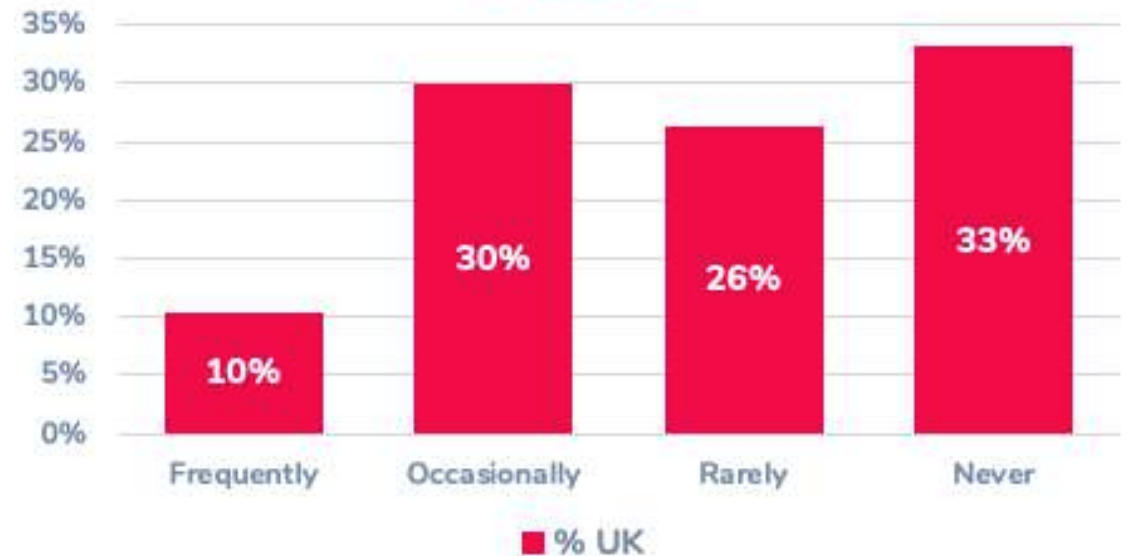
Consumers are more likely to use click and collect services during Covid-19

- Outside of the Coronavirus outbreak, only **10%** of UK consumers use **click and collect services frequently** and 30% occasionally.
- A **third (33%)** of Britons **never** use click and collect.



How often, if at all, do you normally use click and collect services in stores (services where you buy online and pick-up in-store)?

UK total response



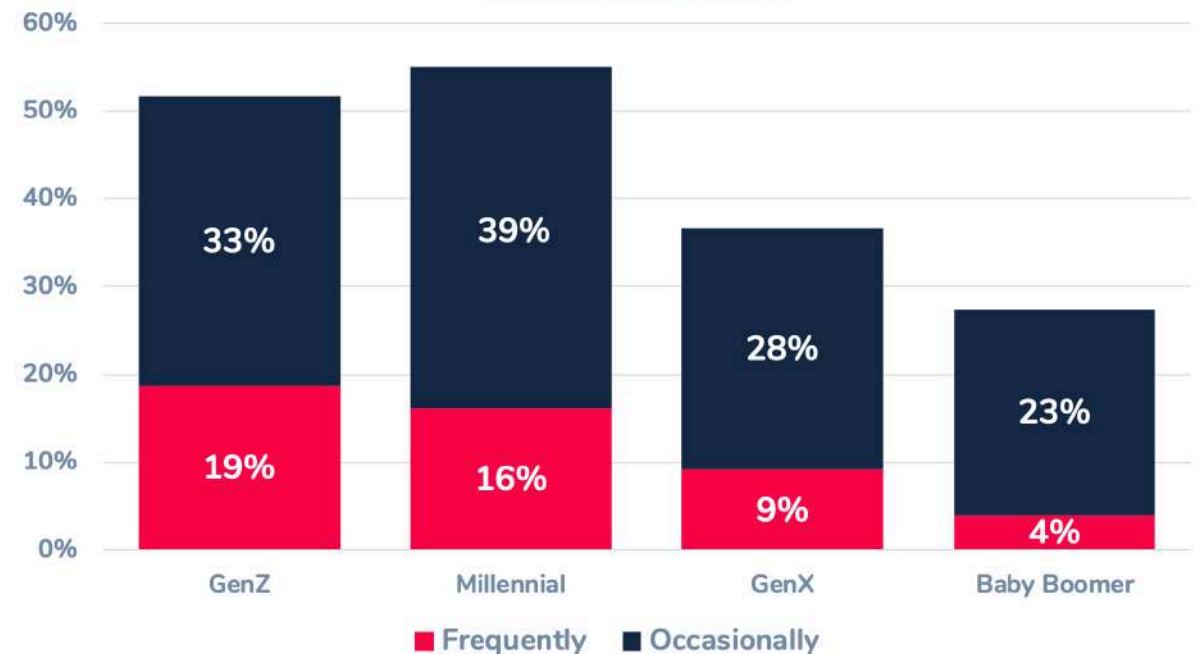
Consumers are more likely to use click and collect services during Covid-19



- 20% of GenZ consumers frequently use click and collect services, making them the highest users of all generations. They're followed by Millennials at 16%, and then GenX at 9%.
- Baby Boomers are the least likely to use click and collect, with only 4% doing so frequently. They are 5 times less frequent users than GenZ customers.
- Generations most likely to use click and collect services frequently or occasionally are: Millennials (51%), followed by GenX (50%) and then GenZ (48%).

How often, if at all, do you normally use click and collect services in stores (services where you buy online and pick-up in-store)?

UK generational response



Consumers are more likely to use click and collect services during Covid-19



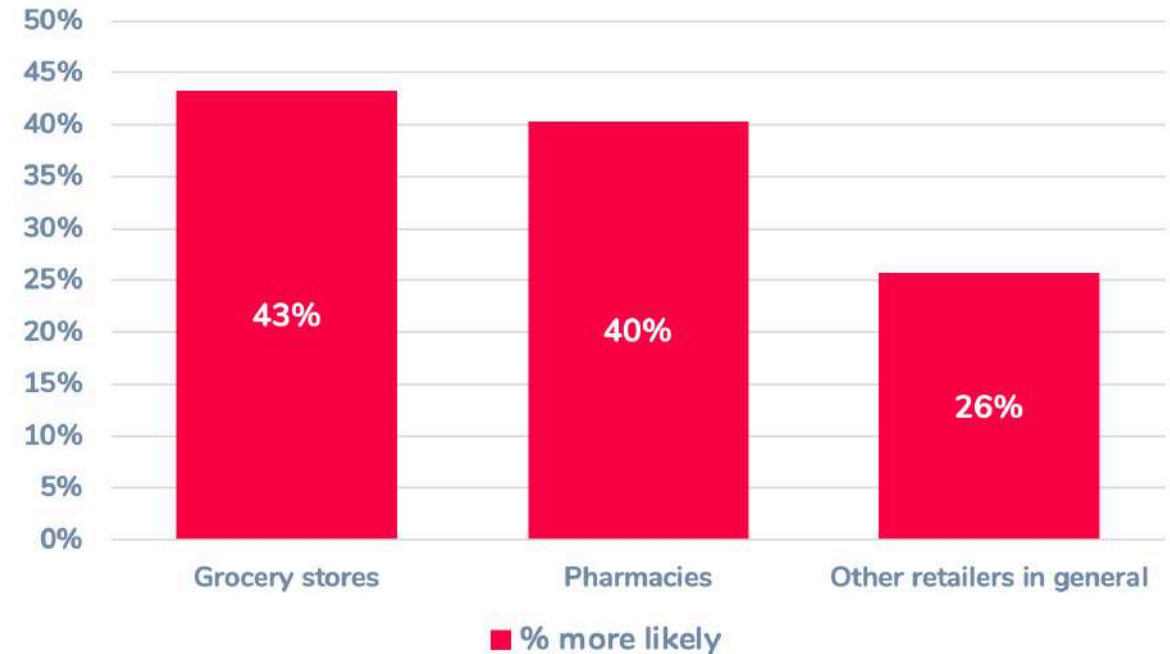
During the outbreak:

- 42% of consumers are more likely to use click and collect services from grocery and pharmacy stores.
- 26% are more likely to use click and collect services across “Other retailers in general”



Would you be more or less likely than normal to use click and collect services in the following locations to reduce time spent in stores during the Coronavirus outbreak?

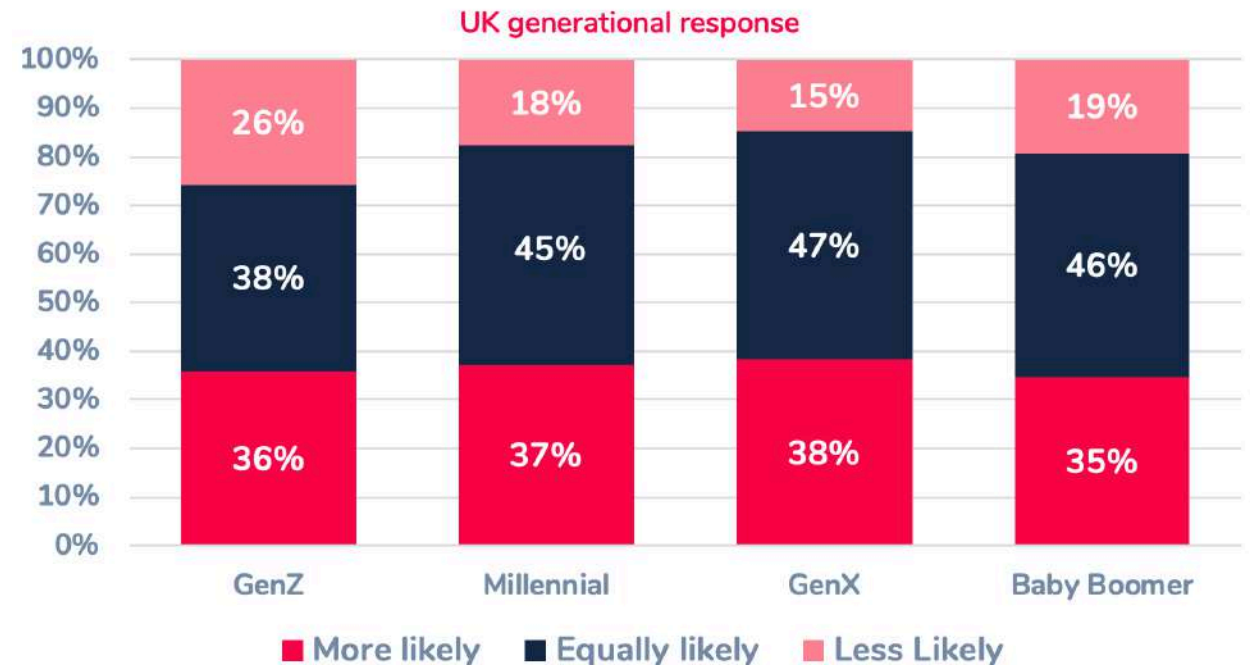
UK response - more likely by store type



Consumers are more likely to use click and collect services during Covid-19

- Overall, a **third (36%)** of consumers plan to increase their use of click and collect during the Coronavirus.
- A **third (35%)** of **Baby Boomers** plan to increase use of click and collect services, despite being the least likely age group to use click and collect services outside of the Coronavirus outbreak.

Would you be more or less likely than normal to use click and collect services in the following locations to reduce time spent in stores during the Coronavirus outbreak?



Key Finding 2: Customers plan to use click and collect more to reduce time in store:



43% Plan to use click and collect
more in essential stores

26% Plan to use click and collect
more in other retail stores

New consumer demographics will use click and collect more and learn new omnichannel behaviours as a result.

Key finding 2 conclusion - What this indicates for retail in the Coronavirus era:

The growth in click and collect popularity suggest that during Covid-19, stores should serve more as **fast fulfilment hubs** to collect online orders with **minimal contact**.

Getting this right would enable a retailer to:

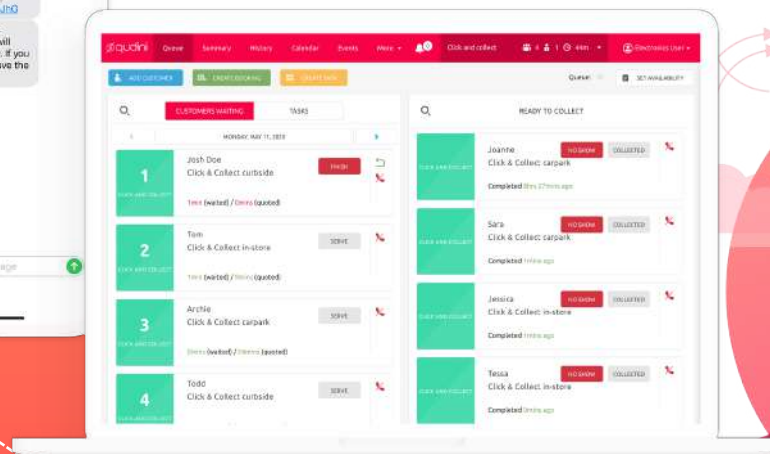
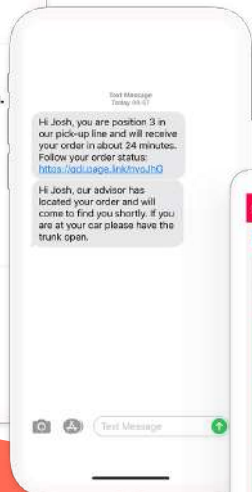
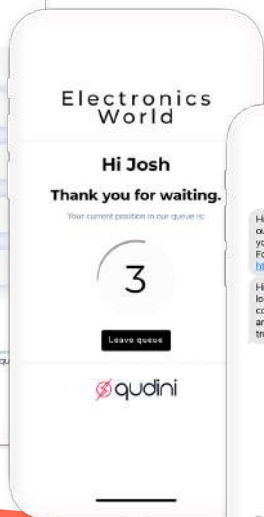
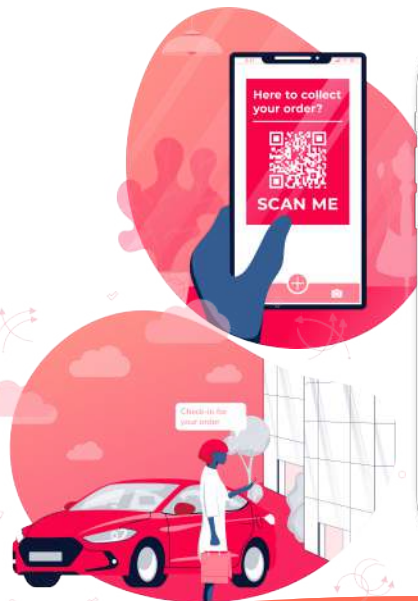
- Improve **online sales**.
- Reduce **delivery costs**.
- Enhance **P&L performance**.
- Build **omnichannel customer** behaviours that lead to future growth.

Solutions:

Retailers are implementing **contactless click and collect** services that enable customers to easily collect their orders from the **store entrance** or **curbside**.



Support social distancing with...



1
Check-in by
phone or staff

2
On screen countdown
and SMS updates

3
Team access
on any device

Contactless click & collect pickup.

4
Customer receives order
at store entrance or curb

About Qudini

Our Retail Choreography suite



Appointment
Scheduling



Virtual
Queuing



Event
Management



Task
Management



Powers leading global brands

SAMSUNG

TESCO

NatWest

Specsavers

NHS

Standard Chartered

Telefonica

O₂

L'OCCITANE
EN PROVENCE

verizon

airtel

virgincare

Dixons Carphone

Sainsbury's

BROWN THOMAS

Ulster Bank





Thank you



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