

Pickup + Delivery Accelerator

Quarantining and safety concerns introduced by the pandemic turbocharged online shopping volume along with demand for store pickups, curbside and delivery. Today, consumers continue to embrace these convenient services that bridge the online and offline worlds, making them indispensable for driving brand loyalty.

OneView Commerce's scalable Pickup + Delivery Accelerator is not only indispensable for optimizing these experiences for both shoppers and associates, but also the fastest way to get these services off the ground and into reality.

From order management, to pick/pack/stage and customer handoff, OneView Pickup + Delivery accelerator makes order tracking in addition to fulfillment a snap on any mobile device. Managers can monitor fulfillment progress from their back office.



Order Management

Online orders are automatically consumed into the order management system (OMS).

- Associates can filter and search orders by date, location, status, time, customer ID, order number, as well as advanced filters like SKU, barcode, quantity range, and pickup time.
- Picklists are automatically created for associates in the dashboard.
- Progress of order through fulfillment is trackable, with real-time live updates of when pick, pack, staging, and handoff are expected and completed.

Pick, Pack + Stage

Associates view orders sent from the OMS for fulfillment and filter orders by fulfillment status: Not picked, In Progress, Completed. Viewable order details include customer name, phone number, pickup date and time, list of products ordered.

- Working from the picklist, pickers select products by scanning or manually entering; reverse selections when needed.
- Out-of-stock items are marked; substitutions can be provided with the option to confirm with the customer and remove if needed.
- If required, product weight is recorded.
- Cancel the picking process at any time and return picked items to shelves.
- Pickers create containers and generate staging IDs to identify a customer's order.
- Pickers input staging location of each container for delivery/pickup personnel and change staging location of a container if needed.

Customer Handoff

If curbside, customers enter their car make, model, and color into their device. In store, ready-for-pickup barcode or customer details are used.

- Associate retrieves containers at staging locations and proceeds to customer.
- After optional substitution review with the customer and learning which are accepted or rejected, the associate can apply any discounts, coupons and promotions – even right at the curb.
- Age-restricted products such as liquor prompt retailer-defined verification.
- For pay at curb orders, associates can accept any form of payment.

In Action at Kroger

To support its digital transformation strategy, Kroger selected OneView to provide a unified, omncommerce approach across all channels, starting with their top priority—offering the convenience of placing a digital order online or in its mobile app and picking up that order at Walgreens in store or curbside. The popularity of this service drove expansion across Walgreens locations as well as optimizing curbside pickup at Kroger. It was a win-win for both players: for Kroger extending their reach with new outlets and greater customer convenience; for Walgreens the opportunity to increase foot traffic and sales.



Back Story

Although Kroger was initially using its decades-old legacy system to manually execute the pickup process, it adopted OneView technology because it:

- provides a guided, workflow-friendly process that decreases transaction friction, including - customer wait time;
- decreases associate training time and costs, a critical benefit in the volatile employment environment; and
- untethers Kroger from vendor-controlled legacy applications, giving them power to autonomously shape experiences that meet customer demand and strategic objectives.

“When customers engage in both Kroger stores and online the retailer sees a 98% retention rate within its ecosystem, highlighting how sticky its customer engagement is.”

-Rodney McMullen, CEO, The Kroger Company

Build Once, Reuse

These successes, built into OneView’s Pickup + Delivery Retail Accelerator, laid the groundwork for the visionary grocer to easily and quickly adapt their experience to include fulfillment at and delivery from Kroger’s Ocado distribution centers, which are strategically located to fill in geographical gaps between stores. The application empowers delivery drivers with the same customer handoff capabilities that in-store associates use for pickup.

OneView Retail Accelerators

Our portfolio of fast-start commerce experiences enables rapid execution of an array of physical and digital interactions powered by our unified commerce transaction engine. The content of each Accelerator (microservices, UX, integration) is also available to subscribers of OneView’s cloud-native, API-first platform to empower the rapid extension of experiences using the OneView Accelerator as a template to efficiently deliver unique brand experiences that address specific customer demands and strategic objectives.

OneView Commerce transforms retail technology with powerful, retailer-proven solutions built on a universal unified commerce transaction engine that enables shopper engagement from click to brick. Increase your speed of innovation with a cloud-native, API-first architecture and headless commerce front end to rapidly scale digital engagement while maintaining complete control of every transaction to protect brand loyalty. Get in touch today to learn about our free trial and fast-start programs.

Thanks for reading, get in touch with us here:

info@oneviewcommerce.com

+1.617.279.0549 x2

350 Lincoln St, Suite 2400

Hingham, MA 02043