

DELIVERING CONVENIENCE



Now, every store must be a convenience store, even if it's online. Customers expect their deliveries where and when they want them, and with a returns process that is just as convenient. Achieving the kind of delivery experience that delights customers requires end-to-end visibility of **logistics and back-end systems**, and a focus on **customer convenience**.

Here we look at the trends and issues affecting the creation of great delivery experiences, from the perspective of the **retailer** and the **customer**.

A customer can return an item through any channel; lockers in store or collection

At the warehouse, it's scanned into stock and reconciled to the central audit trail

RFID automatically tracks items from the manufacturer to the warehouse, across the warehouse, from warehouse to the store, to the customer and back (returns)

83%

of retailers continue to use their own warehouse as the primary method of stock fulfilment, while the preferred secondary method is to use their own stores.¹

44%

of customers prefer to receive delivery status updates via online tracking.²

7/10

retailers believe that a single view of inventory supports customer satisfaction.³

16%

of shoppers use their mobile phones to place an order and collect it in store.⁴

Real-time tracking keeps items visible at every step, for logistics, service teams, and for customers

By 2017 retailers expect two hour click-and-collect in store to have increased to

1/2

of the customer's delivery choice.⁵

62%

of shoppers prefer to order online and have the item delivered to home.⁶

Increasingly, they want it delivered the same day.

On delivery, goods are scanned or photographed, with details uploaded to the main database and an automatic notification sent to the customer

1/4

of all customers would be more likely to buy if they were offered the ability to collect at local stores.⁷

LOYALTY

Read more **in our Flawless Fulfilment Report**

¹Flawless Fulfilment in the retail supply chain, IDG report, May 2015 ²Zebra, June 2015 8th Annual Global Shopper Study ³Flawless Fulfilment in the retail supply chain, IDG report, May 2015 ⁴Zebra, June 2015 8th Annual Global Shopper Study ⁵Flawless Fulfilment in the retail supply chain, IDG report, May 2015 ⁶Zebra, June 2015 8th Annual Global Shopper Study ⁷More <http://econsultanc/63271-e-commerce-delivery-what-do-customers-want/>