

the Stores Consulting Group &



OX

present:

Retail's Booming Brick & Click: **How to Optimize Your Retail eCommerce Operations**

3•4•21

Our Presenters



Richard Van Patten

Director

The Stores Consulting Group



Paul Wyatt

Former SVP Operations

Macy's



Charu Thomas

CEO

Ox

Cast your vote:

Describe your role:

- Business owner
- VP/Director
- Consultant
- Other

Cast your vote:

Describe your vertical:

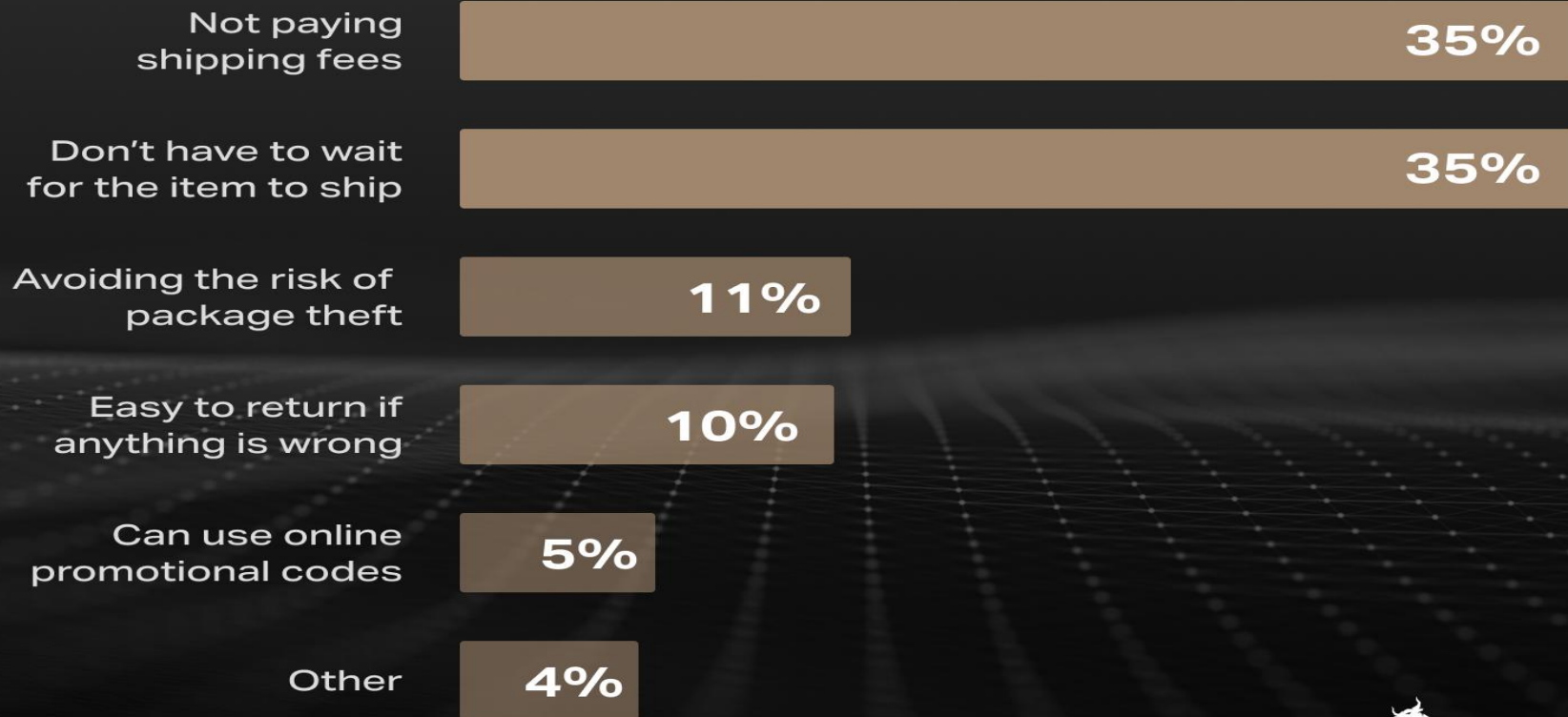
- Retail
- Grocery
- Warehouse
- Manufacturing

Cast your vote:

What are the most pressing issues your business faces:

- Reducing costs
- Increasing accuracy
- Inventory visibility
- Increasing capacity
- Other

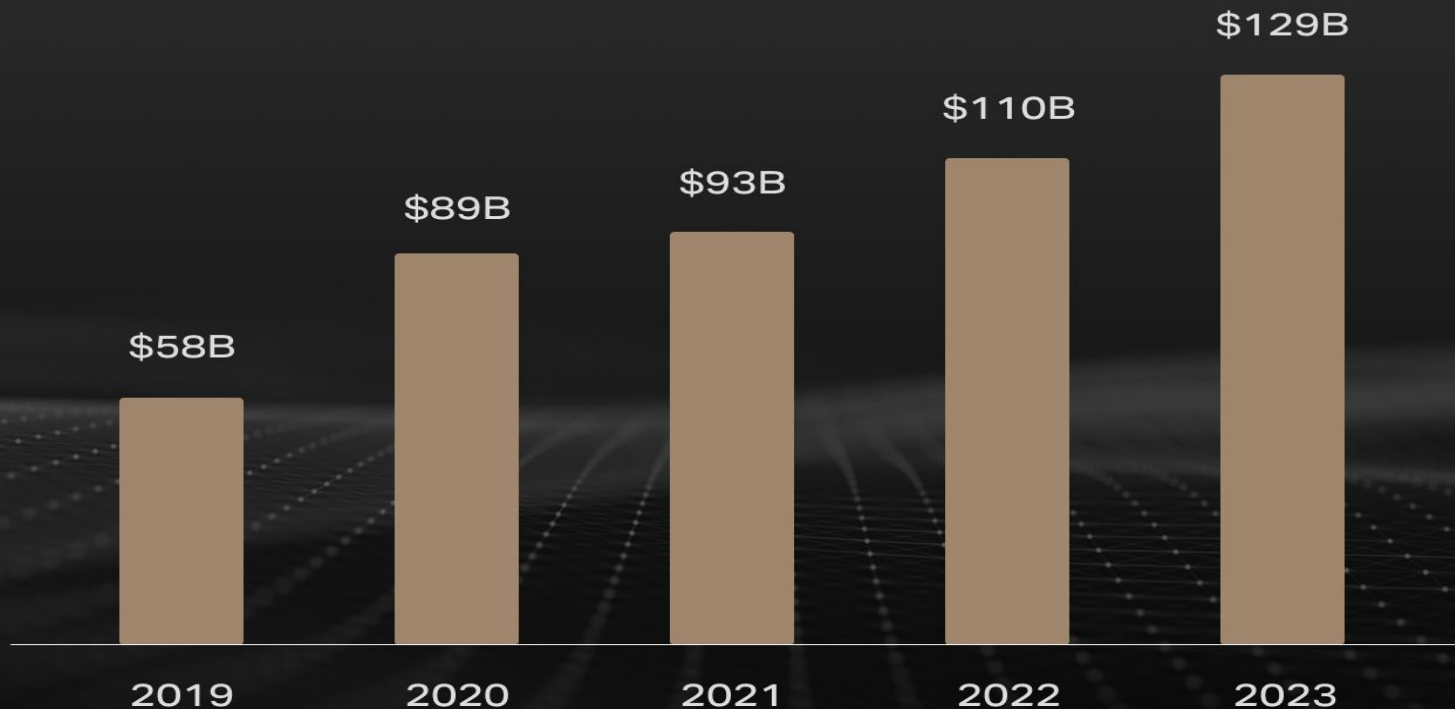
What Consumers Like About BOPIS



Source: Cowen



eCommerce Grocery Retail Sales YoY



Source: eMarketer



Online Grocery shifted from convenience to essential infrastructure overnight

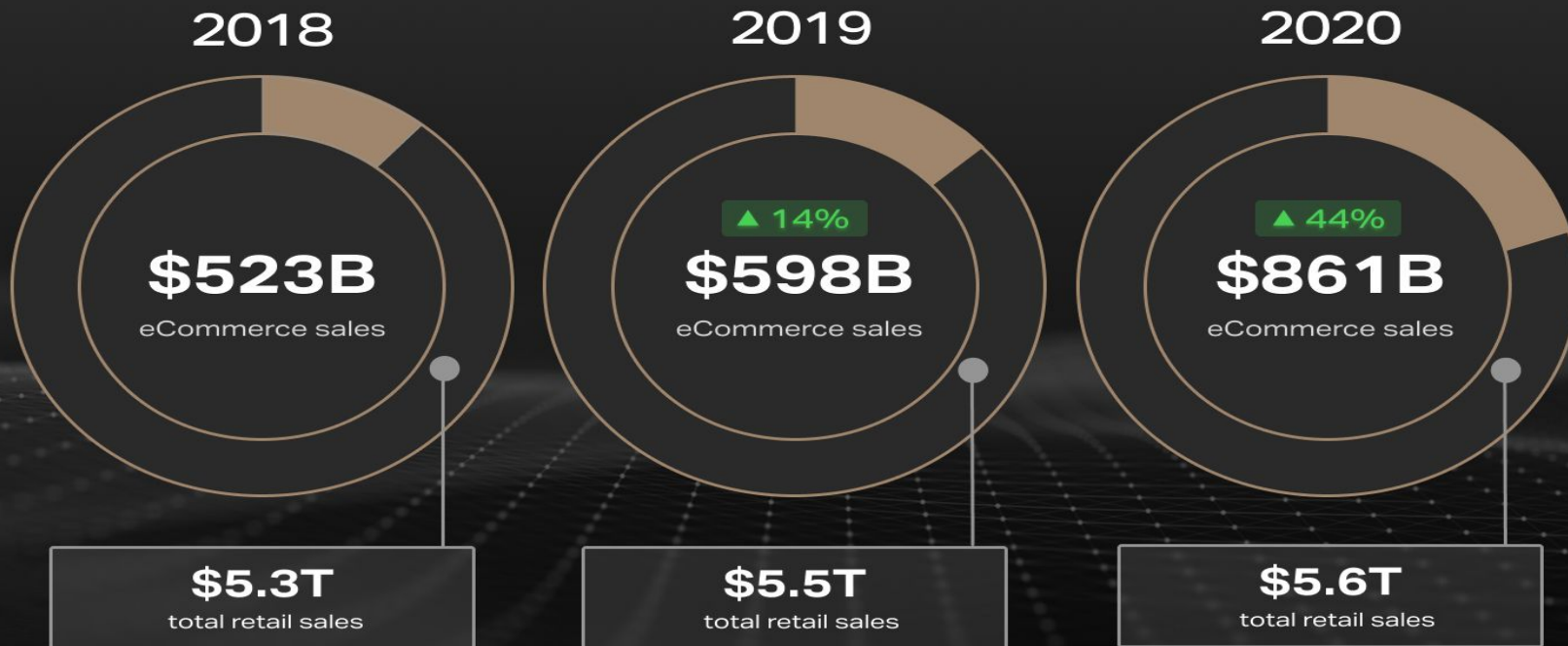
Year/year change in grocery spending



Source: Earnest Research



US eCommerce vs Total Retail Sales



Source: U.S. Department of Commerce & U.S. Census Bureau data



Cast your vote:

What percentage of your sales were BOPIS Pre-COVID?

- 5-10%
- 10-20%
- 20-30%
- 30%+
- N/A

Cast your vote:

What percentage of your sales were BOPIS **currently**?

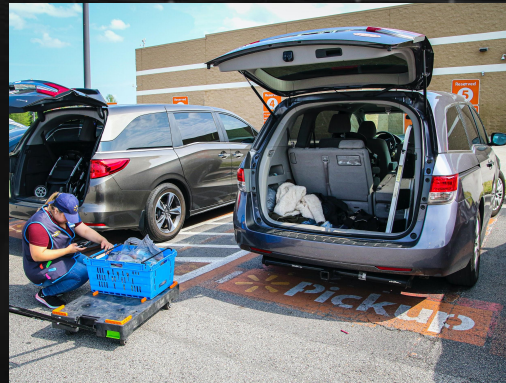
- 5-10%
- 10-20%
- 20-30%
- 30%+
- N/A

2020 Retail/ Grocery eCommerce Trends

- Increase in global online retail/ grocery sales
- Increase number of global eCommerce retail/ grocery orders 2020
- Increase in curbside/bopis
- Increase in delivery speed
- Improve customer experience
- Increase profitability of eCommerce
- Increase market share profitably
- Behavior changes

What Trends will Last?

- Innovative technology
- Convenience-driven solutions
 - BOPIS
 - Curbside & trunk delivery
 - Last-mile delivery - CPS (Customer Pickup System)
 - Pickup locations - on and off site



What Trends will Last?

- Process improvements
 - Better pick processes
 - Efficient product handling
 - Productive product placement
 - Productivity improvements throughout the retail/ grocery landscape
- Automation - Dark Stores/ MFC
- Growing market share in a more profitable manner



How to be more productive & reduce overhead costs

Optimize your current processes & use innovative technology to

- Decrease picking time
- Increase orders per run
- Decrease mistakes & returns
- Enhance the substitution processes - transparency and value
- Speed up delivery time - increase pickup capabilities
- Reduce costs
- Reduce labor intensive obsolete tasks
- Improved communications internally and externally
- Increase repeat customers

Success & Challenges

Challenges

- Physical adaptations to evolving problems - or no infrastructure at all
- High cost of entry
- Cost of hiring/training new employees
- Inventory availability & visibility
- Smart substitutions for out-of-stock items
- Gaining/maintaining customer trust for picking fresh items
- Improving/changing softwares & workflows (i.e. Giant eagle)

Successes

- Increased sales
- White glove experience
- Cross-merchandising
- Ecommerce personalization
- Cross-sell opps at register
- White glove experience
- Cross-merchandising

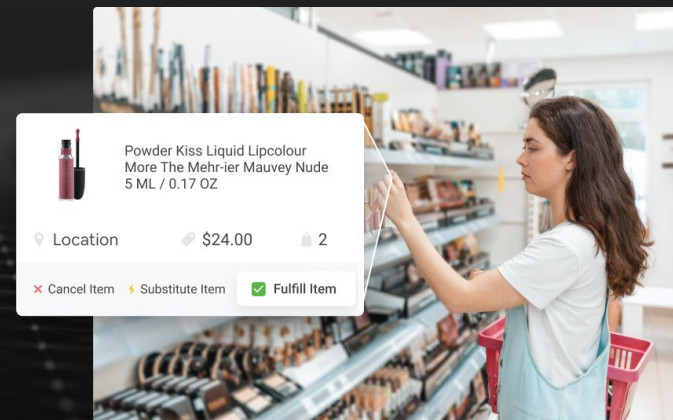
Goals

- Streamlined, scalable BOPIS & pick up solutions
 - Cost-effective
 - Efficient
 - Optimally staffed & owned
 - Improved profitability
 - Improved customer experience
- More productive employees
 - Faster and more efficient
 - Cost-effective
- Brand evangelists
 - Seamless purchasing experience
 - Personalized shopping services

How Ox can Help

An end-to-end fulfillment solution

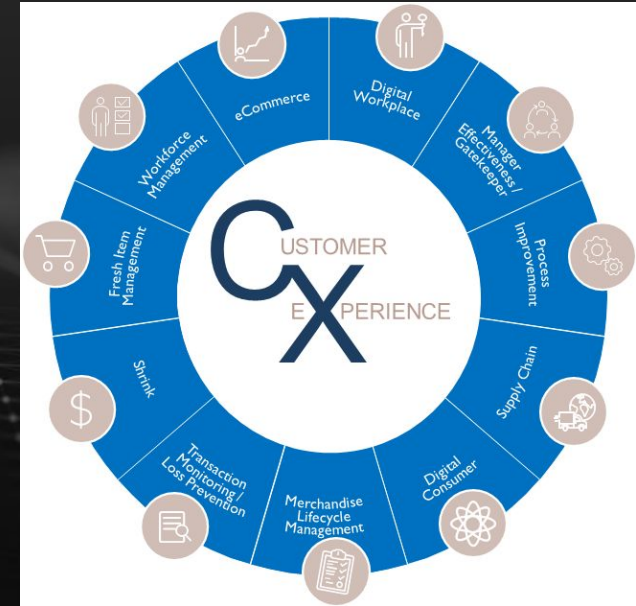
- Seamless online to in-store or curbside shopping experience
- Streamlined BOPIS strategy, inventory, & supply chain
- Drive more sales through with contactless technology
- Give your customers accurate fulfillment
- Increase profitability on eCommerce orders
- Optimize your retail fulfillment operations & efficiency



How Stores Consulting Can Help

\$8 billion in profit created and counting...

- Overall business assessment of where you are today
- Strategic planning to determine where you want to be in the future and the best path forward
- Process review and enhancement
- Better scheduling and task management abilities
- Improved communications
- Workforce effectiveness
- Improved customer engagement and satisfaction
- Supply chain evaluation and readiness Technology analysis and roadmapping
- Vendor selections



Questions?

Reach out:



Richard Van Patten

Director

the Stores Consulting Group



Paul Wyatt

Former SVP Operations

Macy's



Charu Thomas

CEO

Ox