

Make Click & Collect Profitable

SOLUTIONS TO MAXIMISE EFFICIENCY AT EACH STEP OF THE JOURNEY

Today, nearly all retailers understand the reasons why they should offer a Click & Collect service, which include increased digital conversion, the opportunity to sell an extended product range online and the chance to upsell at point of collection.

Ensuring Click & Collect operations make money is another question. Effective, efficient and above all *profitable* Click & Collect is enabled by three things:

- Real-time inventory visibility
- Connected IT systems
- Efficient receiving and collection areas supported by trained staff.

The focus is changing from *implementing* to *optimising* the Click & Collect offering. And in order to deliver leading-edge fulfilment, retailers need best-in-class technology.

THE JOURNEY TO EFFICIENCY

Zebra products and services help you provide the seamless, consistent customer interaction that helps you deliver outstanding Click & Collect.

To achieve effective and efficient Click & Collect, retailers need to examine each area to define how to reduce costs:

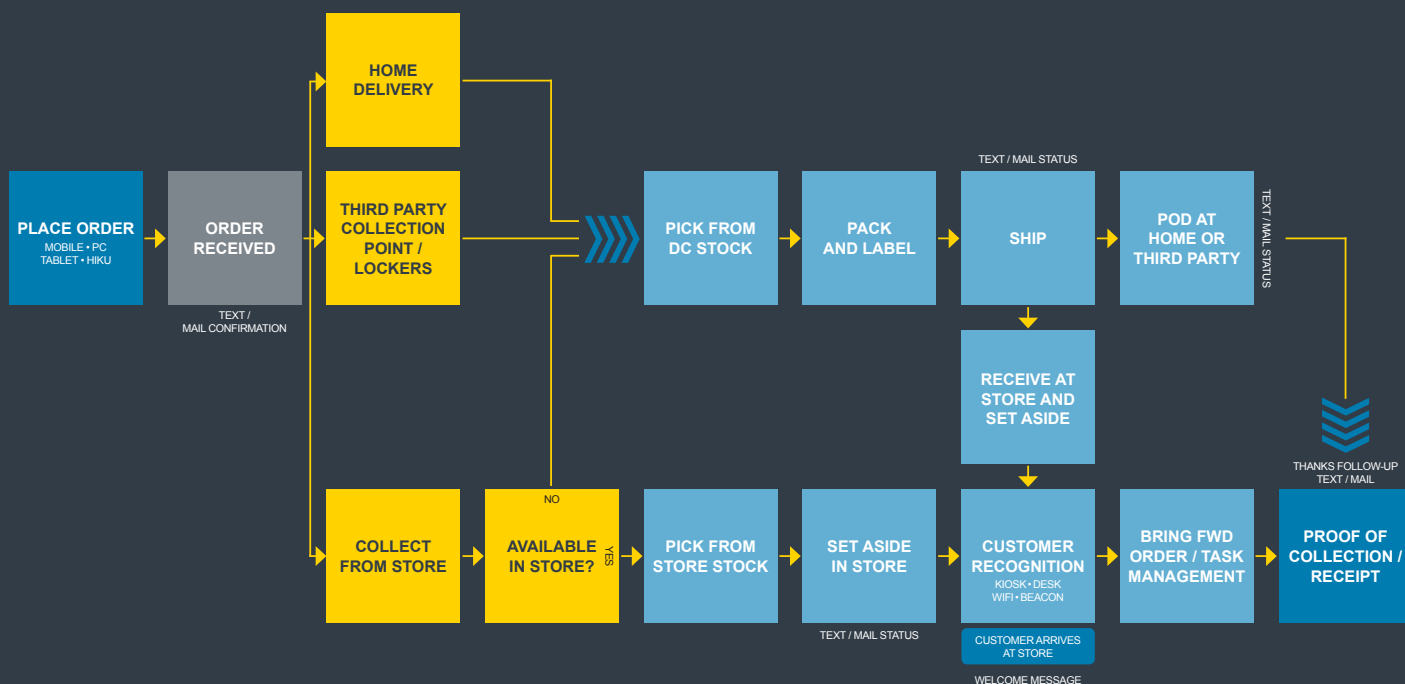
- Picking efficiency
- Packing and labelling
- Receiving in store
- Proof of delivery and receipt
- Route optimisation
- Customer recognition and insight
- Order locating
- Workforce communications

What empowers seamless, accurate and above all profitable Click & Collect? Handheld scanners, enterprise-class mobile devices, handheld mobile printers, stationary printers and interactive kiosks enhance the efficiency of retail operations and improve the customer experience. Efficiently, seamlessly – and profitably.

Read our new eBook [Three Steps to Profitable Click & Collect](#) which provides more details including practical examples and best practice guidelines.

What Should the Ideal Click & Collect Process Look Like?

Zebra's full range of solutions and products enables end-to-end Click & Collect.



Zebra products for Click & Collect

MOBILE COMPUTERS

Our enterprise-class handheld mobile computers give workers access to critical applications across the end-to-end Click & Collect value chain – from the Distribution Centre or warehouse to store – to increase efficiency and customer service levels and to keep real-time Click & Collect processes visible and accurate.

APPLICATIONS INCLUDE

- Inventory management
- Receiving
- In-store communication
- Picking and put away
- Proof of delivery



MOBILE PRINTERS

Zebra's award-winning handheld printers improve Click & Collect efficiencies across facilities, processes and workforce. Wireless mobile printers for on-site and on-demand needs enable the flexibility and accuracy that Click & Collect demands, and means that items can be safely and correctly picked from store where possible and set aside in store reliably.

APPLICATIONS INCLUDE

- Packing labels
- Merchandise pick-up slips
- Return tags



HANDHELD SCANNERS

Zebra customisable barcode scanners enable staff to take control of inventory wherever they are -whether at a Distribution Centre (also for order label generation) or warehouse, whether at a goods-receiving area, a customer service desk or at the Point of Sale for scanning barcodes from customer phones.

APPLICATIONS INCLUDE

- Inventory management
- Receiving
- Picking and put away
- Customer recognition



STATIONARY PRINTERS

As a supplement to mobile, handheld printers, Click & Collect operations run smoothly and efficiently with reliable printers that are easy to integrate into solutions to provide high-quality printing at fixed locations, for example at the designated Click & Collect service desk.

APPLICATIONS INCLUDE

- Inventory tags
- Receipt printing
- Shipping / receiving labels

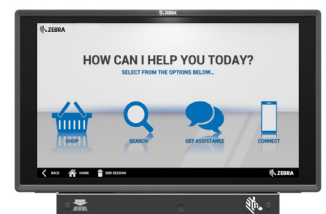


INTERACTIVE KIOSKS

Retail customers today demand and expect an advanced, stylish and above all reliable self-service experience. Linking the kiosk with other hardware enables the printing of coupons and receipts. This increases customer satisfaction, which in turn positively impacts loyalty and sales.

APPLICATIONS INCLUDE

- Customer recognition
- Coupon printing
- Returns



BLUETOOTH BEACONS

MPact locationing technology unifies Wi-Fi and Bluetooth to enable retailers to automatically provide every customer who walks in the door with the most customised and personalised experience. Retailers can send shoppers a personal greeting as they enter and provide step-by-step directions to collecting their order – or send an associate to greet the customer.

APPLICATIONS INCLUDE

- Customer recognition
- Associate task management
- Customer communication



FOR MORE INFORMATION ABOUT OUR CLICK & COLLECT SOLUTIONS, [CLICK HERE](#).