

CLICK & COLLECT

A BETTER SHOPPING EXPERIENCE
WITH YOUR CUSTOMER'S TIME IN MIND!



Our Solutions. Your Success.

NEW POSSIBILITIES WITH CLICK & COLLECT



Online grocery sales are on the rise with an estimated 25% of shoppers having tried buying groceries online. For traditional retailers this is a growing concern but one that offers new possibilities.

Online shopping has many benefits, but there are drawbacks that customers do not appreciate: expensive deliveries and waiting at home to receive their goods during certain time slots.

BEST OF BOTH WORLDS

Introducing **Click & Collect**, a new and better shopping experience with your customer's time in mind.

Click & Collect lets the customer shop online and then pick up groceries at their convenience. They enjoy the best of both worlds - the ease of online shopping without the cost or inconvenience of delivery.

GIVE YOUR CUSTOMERS THE BEST SHOPPING EXPERIENCE, WHETHER THEY CHOOSE TO SHOP IN STORE OR ONLINE.

"Convenience isn't everything. Consumers will shop for groceries online only if the offer is right; they're not willing to sacrifice the price, quality, and range of products that they've grown accustomed to in the supermarket, and they won't put up with inconvenient delivery or pickup arrangements."

- MCKINSEY & COMPANY

THE PICK-UP STATION

A grocery pick-up station enables grocers to meet the demands of today's customer. They can shop online and pick up their groceries without having to enter the store or keep to store hours. This gives them the convenience of online shopping without the costs and inconvenience of home deliveries.

HOW IT WORKS

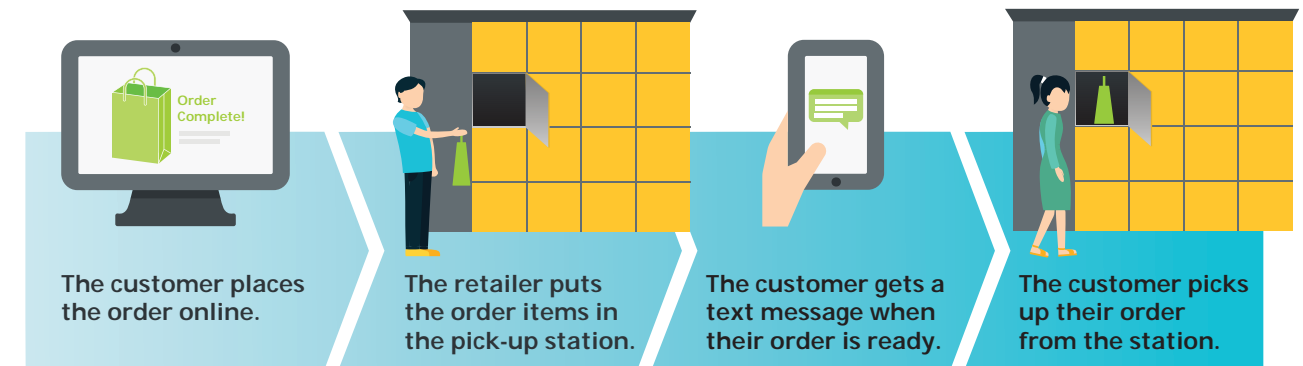
The customer places an order and pays for it online. The customer also selects a convenient pickup station for collection.

With a series of pick-up stations in strategic locations such as just outside your stores or convenient

to public transportation, you can offer your customers a new, flexible way of shopping.

The order items are then gathered by a store employee, brought to the customer-selected pick-up station and placed in a locker.

Each station satisfies any and all requirements and regulations for handling and storage of groceries, including lockers in three different temperature zones: ambient, chilled and frozen.



NEW OPPORTUNITIES

The Click & Collect grocery pickup solution enables new business opportunities as well as new ways to meet your customers' needs.

FREEDOM OF CHOICE

Let your customers decide how they want to do their shopping and keep up with e-commerce competition.

FAST & RELIABLE

The solution lets you serve more customers in less time, eliminating wait times in check out lines.

CLICK & COLLECT SOLUTION HARDWARE



The Zebra TC52/57 is the latest in top-of-the-line enterprise mobile handheld technology, allowing store employees to scan order items with ease.

Pairing the Zebra TC52/57 with the bluetooth Zebra RS6000 Ring Scanner creates the perfect combination of form and function for the fastest possible Click & Collect order fulfillment.

The fully adjustable and versatile Wrist Mount for the TC52/57 allows for completely hands-free scanning.



LOCKER SOLUTION FROM STRONGPOINT: FAST FACTS

- **Fast and reliable collection:** The customer enters a PIN code and the doors are unlocked and stay open until the collection is completed.
- **Solid construction:** The solution is built to withstand tough conditions. All interior metal surfaces are made with high quality stainless steel. All external surfaces are made with galvanized and coated steel. All units are tested in temperatures between -25 and +350 C.
- **Controlled environment:** Groceries are stored in controlled temperatures according to official regulations. Temperatures can be adjusted to various specifications.
- **Automatic defrosting:** This feature ensures stable operation and temperature in every zone and prevents condensing and icing in boxes.
- **Monitoring of alarms and levels:** Monitoring and recording of the conditions in all temperature zones ensures proper storage of the groceries.
- **Full control of door position:** Monitoring and logging of door locks ensures the security of the groceries. The system will alert store personnel and the StrongPoint support center if assistance is needed.
- **Protected door hinges and locks:** Door hinges and locks are hidden behind protective panels. This protects against break ins and tampering.
- **Flexible and adaptable:** The solution can be customized in many combinations of size and temperature zones. Several color combinations are also available.
- **StrongPoint-developed Locker Suite:** The locker software controls all functions and can be integrated into the ERP and logistics systems.

ABOUT OPI

Optical Phusion, Inc. (OPI), the distributor of Strongpoint in North America and Canada, is a self-service kiosk, enterprise mobility and wireless technology integration solutions company that helps customers manage the entire lifecycle of retail technology and PSS projects with application-driven solutions for a range of customers. OPI's experience, expertise and partnerships with industry leading suppliers will deliver a responsive solution to your needs, a reduced total cost of ownership (TCO) and greater return on investment (ROI).

ABOUT STRONGPOINT

StrongPoint transforms the way retailers do business.

StrongPoint is an integrated technology solutions provider

specialising in the retail industry. All StrongPoint solutions help retailers increase productivity and improve their customers' shopping experience.

StrongPoint brings comprehensive experience, advice and support to our customers.



StrongPoint



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ABOUT ZEBRA TECHNOLOGIES

A global leader respected for innovation and reliability, Zebra offers technologies that give a virtual voice to an organization's assets, people and transactions, enabling organizations to unlock greater business value. The company's extensive portfolio of marking and printing technologies, including RFID and real-time location solutions, illuminates mission-critical information to help customers take smarter business actions.

