



Revolutionizing Buy Online Pick Up In-Store with Theatro

A case study by **pointb.**

The Challenge

As retailers have developed a heightened focus on creating an omnichannel experience for their customers, buy online, pick up in-store has emerged as one way to bridge the physical-digital divide. Consumer demand for such services and the expectation of quality in which they are provided has risen dramatically. In fact, half of customers have used buy online, pick up in-store in the past year, and 69% of those who use it buy more when they pick up in-store.¹ Retailers that don't provide a frictionless process have a greater risk of being left behind. A bad store pick-up experience could lead to the loss of a customer to a competitor! A whopping 68%

of customers stated that their store pick up process was not smooth.² Conversely, fast and convenient pickup processes drive a high likelihood for customers to recommend the retailer to friends & families, and results in efficient employee workflows and decreased labor costs.

Following a nation-wide Theatro rollout, an \$800 million retailer with 67 domestic stores wanted to see how they could redesign their current in-store process leveraging Theatro's voice-controlled mobile platform to reduce inefficiencies and improve the customer experience.

1 JDA and OrderDynamics
2 iVend 2016 Omnichannel Shopper Survey

Embracing Change

A key benefit provided by Theatro in the buy online, pick up in-store process is the enhancement of communication that innovates processes in ways previously unavailable to retailers. In this instance, Theatro provided the retailer with the ability to create a process void of dedicated labor, allowing them to reallocate idle labor. In-ear group messages are now triggered by system integration between Theatro and the point of sale system, which allows for faster online order notifications and highly efficient pick, stage and delivery. Additionally, Theatro generates data for communication events, capturing performance metrics of manual tasks in real time.

The following benefits were identified and measured during this assessment:



Increased customer satisfaction caused by reduced wait times and an intuitive pick up environment.



Enhanced employee performance caused by more efficient processes.



Improved manager effectiveness and employee satisfaction due to improved operational reporting.

Seeing the Results

Theatro enabled the retailer to offer an improved customer experience that reduces wait times. Improving the customer experience increases top-line revenue due to a higher return of existing customers and increased conversions from likelihood to recommend rates. Improving this experience ultimately resulted in increased conversion rate of 2.6% from likelihood to recommend rates into

revenue. This shopper conversion, alone, resulted in a 1% increase in gross revenue for the retailer. The overall ROI of the initiative is 134%, when revenue generation and expense reduction is compared against the cost of the program.

1%

Gross Margin
Increase

134%

Overall Theatro
ROI

2.6%

Increase in “likely
to recommend”