WHY HOME DELIVERY BEATS BUY ONLINE, PICK UP IN-STORE (BOPIS)

Retailers can acquire customers and build brand loyalty through faster, reliable home delivery

BOPIS FAILS TO MEET CONSUMER EXPECTATIONS

89% of shoppers prefer home delivery, but they're forced to use BOPIS when free and fast options aren't available.

64% used BOPIS to avoid shipping fees

52% shopped in-store due to slow delivery

HOME DELIVERY IS THE FUTURE, AS MORE CONSUMERS PREFER IT AND ARE CHOOSING RETAILERS ACCORDINGLY



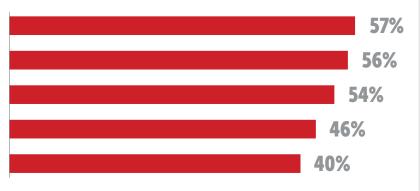
of shoppers plan to use home delivery more in the future.

OF _____ THESE _____ **83%** expect this to eventually be their primary shopping method.

50% will make this their primary shopping method within 5 years.

BOPIS DOESN'T FULLY OFFSET COST AND CAPACITY ISSUES-AND IT PRESENTS RETAILERS WITH A NEW SET OF CONCERNS

Meeting expectations of store availability Store strained due to high BOPIS demand Increased operational + staff challenges Struggle to manage pickup order volume Strained store capacity due to high returns



Contact us to learn how to build your supply chain to meet consumer expectations.

