



## **Websites with Purpose**

*Websites that Transform Businesses*

# **Click & Collect**



# Websites With Purpose

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## Websites With Purpose

# Click & Collect

Click and Collect is one of the fastest growing retail trends in Australia, with a massive 75% growth in the number of stores offering click and collect between 2015 and 2017.

## Why Offer Click and Collect?

**Customers love it.** Customers love click and collect because it offers them the immediate gratification of traditional shopping, combined with the convenience of browsing and selecting their shopping online.

Lets face it, by international standards, **shipping within Australia is expensive and slow**. I recently purchased an item from a large Australian online retailer. It took Australia Post 9 days to get the small parcel from Melbourne to the Gold Coast. In the same week my daughter purchased some items from a USA based online store and the parcel arrived at the same Gold Coast address in 7 days including 2 days held up by customs!

Customers often find it more convenient to shop online but pick up the purchases in store the same day. It also allows them to check the quality of the purchase in store and change the order if it doesn't meet their expectations.

## Stop Competing On Price Alone

When a retailer offers Click and Collect they are no longer simply competing online with the competitions prices. They are also offering a convenience and service that offshore websites, and online only retailers simply can't offer, which means the business is no longer as price sensitive.

Click and Collect helps retailers reduce their operational costs as well as giving them the opportunity to leverage impulse purchases when the customer comes into the store.

*The International Council of Shopping Centres found that 61% of Click and Collect customers make an additional purchase when they are collecting the online order.*

Offering Click and Collect brings more customers through your doors and increases the number of sales compared to traditional online shopping.



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### Up The Amazon Without A Paddle?

Bricks and Mortar Retailers have to find a point of difference to combat the threat that Amazon poses. Amazon sets an amazingly high standard that traditional online retailers will be hard pressed to compete with. They are the undisputed leaders in online retail logistics, coming into an online market that already lags behind the rest of the world. *The one thing they don't have though, is a store front in the local shopping centre.*

Australian retailers are paying among the highest rents in the world and few will survive without the additional income stream provided by online sales. Traditional online sales are going to be harder to generate with the competition from Amazon. Click and Collect offers the lifeline that Australian Retailers are so desperately in need of.





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### How is a Click And Collect Website Different To A Traditional eCommerce Site?

There is actually surprisingly little difference in what the customer sees aside from the checkout. A good Click and Collect website will still have all of the key elements of a traditional shopping cart website.

- Detailed and descriptive product displays
- Simple Navigation by product categories
- Product Search
- Coupons and discounts
- Product Comparison
- Product suggestions (customers who bought this also bought...)
- Customer area to view orders, save carts and reorder
- Choices of Payment Gateways etc

The difference is in the checkout. If both traditional fulfilment and click and collect are being offered then Click and Collect simply becomes an alternative shipping choice, otherwise it replaces shipping. There are however some issues that are more important on a click and collect site.

1. **Stock Control.** You can't afford to have a customer arrive to pick up an order if you have run out of stock. If you don't have stock set aside for online orders only, the integration of your store stock levels with the website and timely updates of stock levels is crucial.
2. **Checkout Data.** At checkout you must ask the customer when and (if you have multiple stores) where they wish to collect their order.
3. **Order Fulfilment.** It is imperative that orders are dealt with, within the time frame that you have previously displayed on the website. It must be up front and obvious. For example, if orders must be made before 11am for same day collection, don't hide that information on page 15 of your terms and conditions unless you want lots of 1 star reviews.



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### Supercharging Your Click and Collect Website

On the upside, leveraging your click and collect website with email marketing has the potential to dramatically increase sales over what you could achieve with a traditional eCommerce site. Email marketing is all about time sensitive offers prompting immediate response. Click and Collect is about immediate gratification. They are the perfect couple. And don't forget, 61% of click and collect customers make another purchase when collecting their order so your special offers will result in sales of other more profitable items!

### Conclusion

Click and Collect has the potential to save many brick and mortar retailers in ever tougher trading conditions and the email marketing tools to supercharge your click and collect strategy have never been more powerful or affordable. But just adding a Click and Collect tick box at checkout is not enough. You need a well planned and implemented strategy that combines marketing, stock control, order fulfilment with good website design.

### Contacting Websites With Purpose

Websites With Purpose have the experience and skills to bring your Click and Collect concept to life. Contact us for a free consultation today.

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