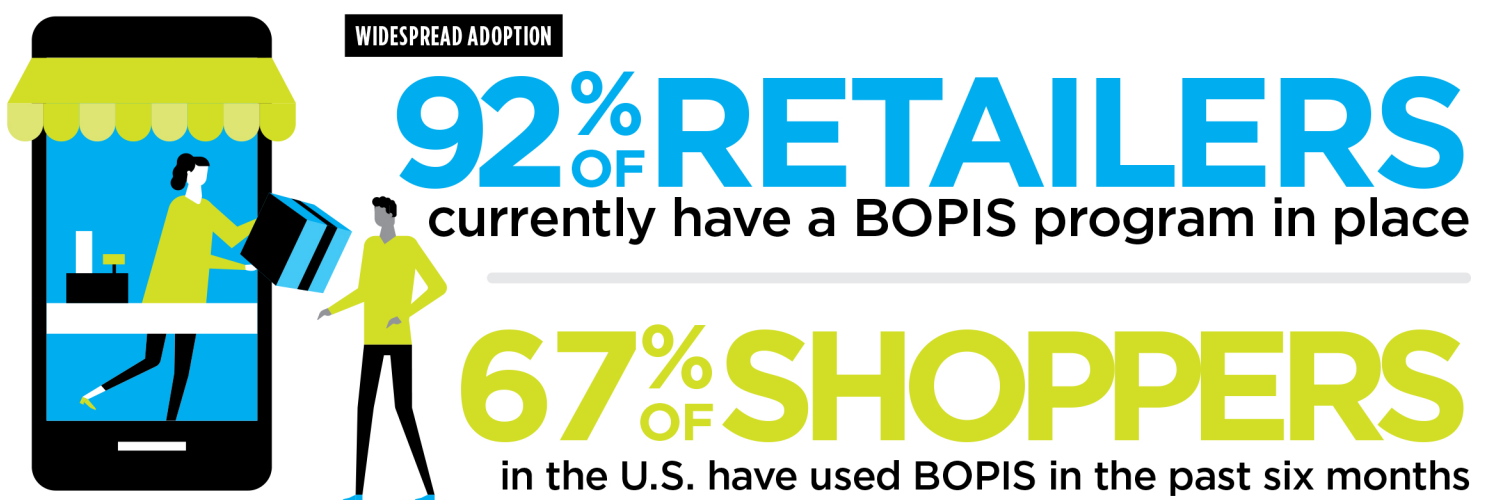


BOPIS AND THE FUTURE OF ORDER FULFILLMENT



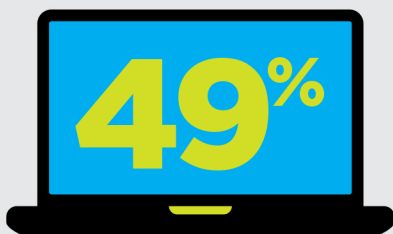
Buy online, pick up in-store (BOPIS) has proven increasingly popular with consumers and retailers alike, saving both on shipping costs and getting products into customers' hands faster. A new survey of U.S.-based retailers with annual revenues of \$10 million and above, conducted by Radial and NAPCO Research, reveals just how popular.



KEY PURCHASE CONSIDERATION



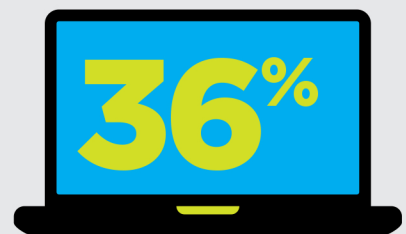
TOP BOPIS CHALLENGES



SPEED OF HAVING ORDERS READY FOR PICKUP



IN-STORE SPACE FOR PICKUP OF ONLINE ORDERS



SYNCING ONLINE AND IN-STORE INVENTORY

PEOPLE, PROCESS, TECHNOLOGY: SOLUTIONS TO BOPIS CHALLENGES

46% OF RETAILERS ARE TRAINING STORE ASSOCIATES ON FULFILLING ONLINE ORDERS

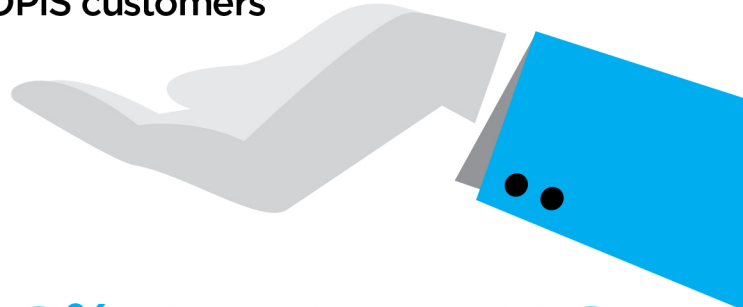
43% OF RETAILERS ARE INVESTING IN TECHNOLOGY SYSTEMS TO ENABLE BOPIS

37% OF RETAILERS FORMED CROSS-FUNCTIONAL TEAMS TO DEVELOP BOPIS PROCESSES

OPPORTUNITY AT HAND

17% of retailers said more than 50% of their e-commerce orders are BOPIS

88% of retailers are able to track incremental in-store purchases from BOPIS customers



HOW RETAILERS ARE MEASURING BOPIS SUCCESS

1. TOTAL BOPIS SALES AS A PERCENTAGE OF OVERALL SALES
2. CUSTOMER SATISFACTION
3. ONLINE AVERAGE ORDER VALUE
4. SPEED OF FULFILLMENT
5. INCREMENTAL IN-STORE PURCHASES

98% OF RETAILERS see additional in-store purchases from BOPIS customers

TWO-THIRDS of retailers are seeing BOPIS customers spend an additional 11% to 30% once in-store

“More in-store sales have been generated since our BOPIS program has been in place.”

To see more, **DOWNLOAD** the free e-books:
Part 1: Understanding the Growth & Impact
Part 2: Tech Investment in Order Fulfillment