

All Day Convenience Store Triples Customer Retention with Smartbox



Hi Sonali,
Your Parcel is Arrived....



Summary

24x7 Convenience Retail stores are a boon for urban residents across many countries. However, growing their retail customer base is a key part of expansion for brick-and-mortar branches. One such brand name from Europe took the tech leap and adopted click-to-collect parcel lockers to accelerate retail fulfillment.

The Retail Chain went with a pilot phase to check the viability of click-to-collect locker systems in 4 of their stores in an urban area. Smartbox assigned this client a dedicated retail locker expert and project management team that installed 16 units across the four stores.

Besides a boost in new customer acquisitions, the brand retained a massive 3x more customers in the year that followed.

Read the full case study to assess the growth impact of Smartbox click-to-collect lockers on retail store outlets.

Problem Statement

The client's analysts revealed that the efficiency and profitability of each of their convenience stores can be improved if;

- The customer retention rate could be doubled
- In-store operation costs could be further optimized
- Staff was freed up to perform more meaningful customer-facing tasks

Proposed Solution

Launching the BOPIIL (Buy Online Pickup In Locker) service to provide a much faster retail experience was proposed for the said retail chain.

To implement the new 'phygital' click-to-collect locker systems, the client selected Smartbox for its effectiveness. The proposed BOPIIL solution by Smartbox included;

- Digital Parcel Locker Hardware (Outdoor and Indoor Units)
- Encrypted Locker Software (Cloud-Based)
- Custom Locker Branding and Combinations
- End-to-End System Installation & Integration
- Full After-Sales Support



Company Overview

The Retail Chain operates nationwide 24x7 convenience stores and supermarkets. While the brand's prime focus is customer experience, they couldn't do much to elevate the limits of offline presence until recently.

The Retail Chain wanted to stand out amongst the competition, acquire more customers, and enhance their customer retention while lowering the churn rate. A 'Phygital' or 'Physical + Digital' solution came about as the natural course.

The retail brand's leadership then decided to venture into the click-to-collect lockers territory – to provide 24x7 BOPIIL (Buy Online Pickup In Locker Service) and a much faster checkout experience for customers who wanted to skip the billing counter queue.

The management arrived at a decision to roll out 16 Smartbox digital parcel locker units across its 4 locations within the vicinity.

Problem Statement

The net impact of the newly launched BOPIL service by the retail brand was gauged after 12 months of active locker usage across the 4 pilot sites.

The results were documented as follows;



Night footfall for order pickups increased by 30% in 3 out of 4 locations



Store staff work efficiency increased by 40%



Customer retention bottom line increased by an average 315% in all 4 locations



Average 27% increase in sales bottom line across the 4 stores



Order checkout time with BOPIL came to less than 1 minute



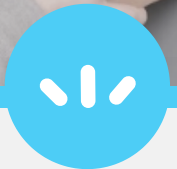
Owing to the success of Smartbox pilot project, the brand will now roll out BOPIL service in its nationwide branches in multiple phases.

Your Turn

Be the next big thing in retail with Smartbox Click-to-Collect lockers.

Learn more at www.Smartboxlockers.com

[Book a Demo Now](#) or [Connect with Our Locker Experts now.](#)



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