



FOUR WAYS

Smart Lockers Grow Your
Business – And Theirs



Help your customers get more done, every day

Every day, you see the challenges your customers are up against. Intense competition. Rising costs. A shortage of skilled labor. On top of that, a pandemic that makes managing their business even more complicated, and a lot riskier.

This is your opportunity to shine. To help your contractor customers grow their business, despite all the obstacles, and make sure they never have reason to go anywhere else.

In this challenging environment, you can gain a real competitive advantage by using smart lockers for will call pickup. You've seen smart lockers catching on across the retail world for years, and they're now widely recognized as a big opportunity for B2B ecommerce, as well.

They give customers contactless pickup in seconds, and give your business greater efficiency, too. They automate what is typically a labor-intensive order fulfillment process and provide fast, contactless workflows. That gives employees more time to offer the technical support and expertise customers rely on.

Here are **FOUR WAYS** you can use smart lockers to support your customer's business, while growing and optimizing your own.

1 Give them 24/7 fast, secure and contactless order pickup

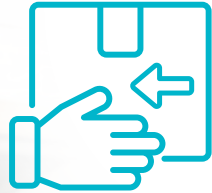
3 Increase your team's efficiency and enhance service

2 Make large order pickup fast and convenient, too

4 Optimize your ecommerce strategy with new data insights

1

Give them fast, secure and contactless order pickup, 24/7/365



Smart locker solutions give busy customers self-serve will call pickup on their own schedule, which keeps both your employees and your customers safer. They also offer other valuable benefits:

- The customer receives a text or email telling them exactly when their order is available
- They can skip the line at the service counter, reducing congestion and wait times
- When lockers are placed outdoors or in a vestibule, customers can access their orders 24/7/365
- After-hours customers know their order will be secure, not hidden outside
- You improve customer satisfaction and loyalty
- Your business gains efficiencies by automating order pickup processes

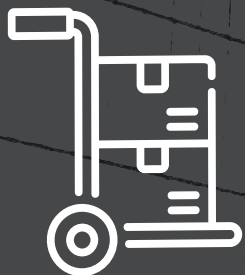
When you offer automated order pickup, your staff can simply fill that order and place it in the locker, so it's safe, secure and ready for the customer at whatever time they get there. With a quick swipe of the code on the phone, the customer can get their order and be on their way.

Johnstone Supply in Denver sees these customer and operational benefits every day. As described by Ben Callahan, manager of ecommerce marketing, "On the contractor side, when they can pull in, grab their parts and pieces and go fix their customers issues a lot faster, it's going to help them increase their bandwidth."



2

Make large order pickup fast and convenient, too



A portion of your orders may consist of extra-large or bulky items. Not surprisingly, those won't fit in a standard-size locker compartment.

For greater versatility, choose a pickup solution that can accommodate big orders – both in terms of compartment size and the ability to place a large order in more than one compartment.

Solutions that can handle pallets and other large items will let you provide self-serve pickup for large special or emergency orders. They're also ideal for orders with multiple components or courier pickups that may include four or five separate orders at the same time.

To find the sweet spot for your customer needs and optimal order automation, be sure the system is configurable and easily scaled up as your demand for self-serve pickup grows.



*Johnstone Supply Denver



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Increase your team's efficiency and enhance service



Manual steps in your order fulfillment process not only cause extra work for your team, they may also create delays for your customers.

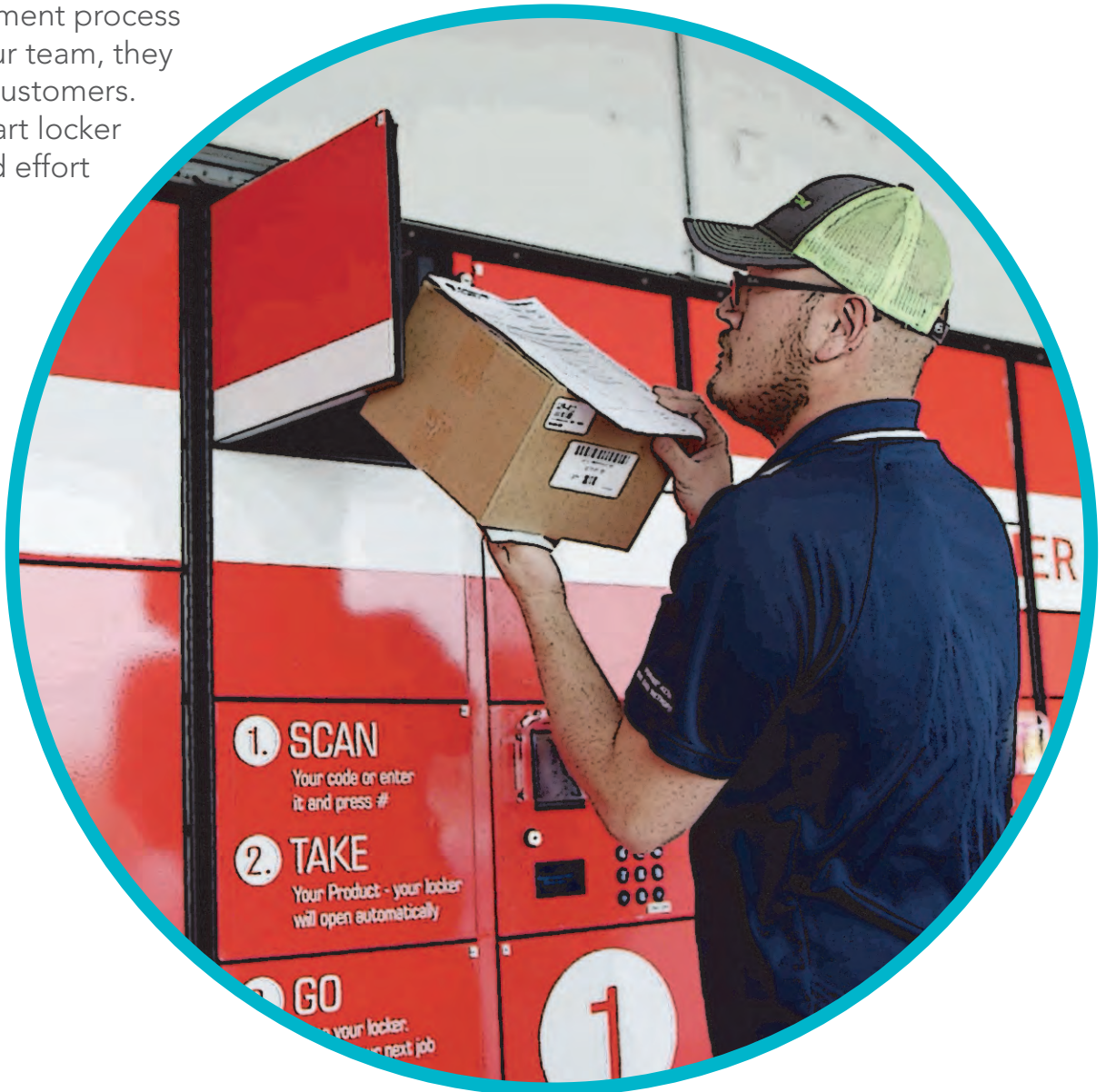
Once you've implemented a smart locker solution, you suddenly realize how much time and effort will be recaptured, in areas you might not expect.

For instance, for every customer who picks up at a locker, it takes one customer out of the service counter line. It reduces the pressure on your employees as well, with fewer invoices to pick through from the will call staging area. The outcome is more quality sales and training time with customers and associates, away from the counter.

You'll find that loading orders into the lockers is easy, so training is quick, according to Bubba Campbell, manager of special operations at Johnstone Supply in Denver.



Once you do two or three of them it's really pretty intuitive and you can get used to it really quickly. Now we can have an order done and ready to go in the locker in just two to three minutes.



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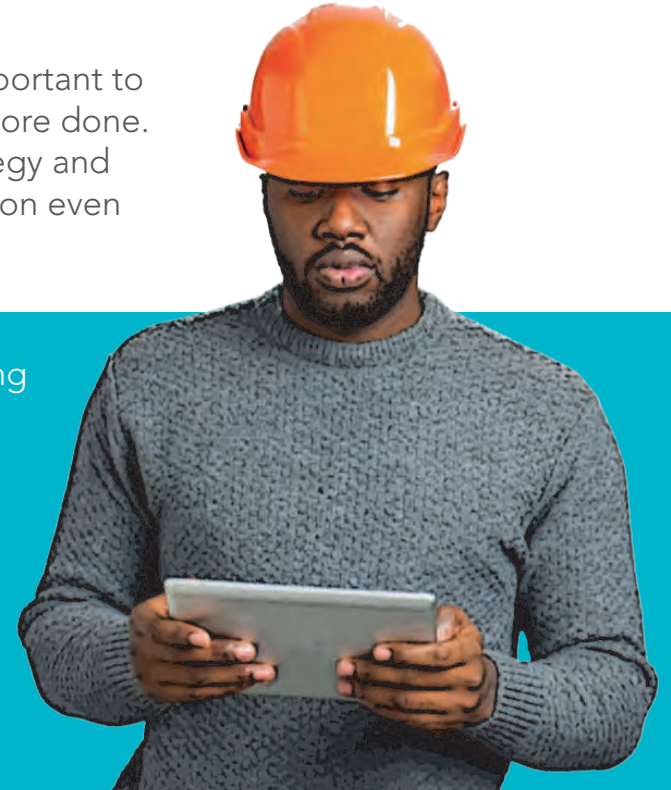
Optimize ecommerce and take advantage of new data insights



Wherever you are in your ecommerce journey, you know that it's important to meet your customer's needs with technology that helps them get more done. A solution that becomes a seamless part of your omnichannel strategy and integrates with your system can make your automated pickup solution even more effective.

The smart lockers deliver new data insights about your will call process, often pointing to opportunities for growth or revealing areas that need improvement, such as:

- **Order and pickup activity by days, weeks or months**
- **The time it takes to deliver orders to lockers**
- **Order dwell time, i.e. time it takes for orders to be picked up**
- **Your busiest day(s) and hours of day for pickup**
- **Number of orders picked up after-hours/weekends**



One of the key differentiators of locker systems is the quality of their software platforms. The best systems provide a broader range of data to provide a clearer understanding of both your ecommerce program and the order pickup experience. Integrating the locker software with your CRM systems should not be difficult, and is key to a seamless, connected experience for customers and associates.

It's not uncommon to start with a basic integration that evolves over time into more complex requirements as more use cases are adopted. The good news is that you can be up and running in a matter of days or weeks, depending on your system and the integration tools of your provider or third-party service providers.

Make smarter order pickup work for you and your customers

As you investigate smart locker solutions, it's important to select a provider who can partner with you and provide the support to ensure a successful implementation and launch. Above all, look for a provider with the breadth of experience to coach you through using that data and help optimize your locker solution for current and future needs.

Using a data-based approach, they'll help you develop a successful will call pickup program that is seamless, integrated and efficient for both customers and associates, while building even greater satisfaction and loyalty.

For many B2B businesses, sales have remained solid or growing this year, largely due to continuing investments in technology, simplifying the customer experience, and enriching the quality of life for their associates. A smart locker solution helps to move the needle on all of those measurements.

TALK TO THE EXPERTS AT APEX

Let's talk about a solution tailored to your company's needs that will make fast, contactless order pickup a focal point of future growth. Email us at info@apexorderpickup.com or call **800.229.7912** to get started.



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