



FOUR WAYS

SMART PICKUP — LOCKERS —

GROW YOUR BUSINESS

NO WAIT AND NO LINES? THEY'RE GOING TO LOVE IT!

Your customers choose “buy online, pick up in store” (BOPIS) to find what they want and get it fast. But when they arrive to pick up their order, is it a chore, or a quick, easy experience they enjoy?

With smart pickup lockers, your busy customers can get their order in seconds without worrying if they'll find long lines at the service counter. They're in control—they can pick up whenever it's convenient for them, even before or after the store is open.

Smart pickup lockers are also an efficiency boost for your team members. They transform the labor-intensive process of fulfilling BOPIS orders with an efficient, set-it-and-forget-it workflow. That frees team members to focus on improving your customers' experience, providing knowledgeable product information, or helping them locate what they need.



**Read more to see how you can use
smart pickup lockers and cages
to improve your customers'
experience, while optimizing
labor efficiency and growing
BOPIS sales.**



1

Provide a self-serve option for free, no-wait pickup, 24/7/365



Locker pickup is an easy win for many customers. They can avoid delivery fees, skip the line at the service desk, and get their order in seconds. And with an indoor/outdoor solution like NextUp™ Smart Pickup Lockers and Cages, you can move pickup outside your store. That means customers can get their orders even when the store isn't open. This simple move provides big advantages for BOPIS customers, your in-store customers, as well as your employees:

- » Customers gain a quick, no-wait pickup option
- » Service desk wait times drop as more customers use self-serve pickup
- » Orders stay secure, eliminating the risk of mistaken pickup or theft
- » Customer satisfaction and loyalty increase
- » You increase labor efficiency and gain valuable data insights.

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People are constantly sending notes on the order saying, 'Please put this in the locker.'

TRENT NELSON
Director of Customer Experience
Rocky Mountain ATV/MC



2

Make large order pickup fast and convenient, too



U.S. BOPIS use was up 76% in June 2023 compared to January 2019.

Adobe Analytics, July 2023



Sometimes, your ecommerce orders include extra-large or bulky items. Not surprisingly, they often won't fit in a standard locker compartment.

Fortunately, you can offer a smart cage pickup solution that accommodates very large orders. Whether it's a single bulky item, palletized items, or multiple small items, they can be placed in a sturdy, secure cage that can only be accessed with a pickup code.

Want to offer pickup for even larger orders? Consider including oversized cages in your lineup. NextUp Smart Pickup Cages let you add 3-foot and 5-foot panels for extending the depth of your system. This makes the cage even more versatile, so you can offer this convenient pickup option for even more products.

To find the sweet spot for your customer needs and optimize ecommerce inventory, make sure your cage pickup system can be easily scaled up by adding additional cages as your demand for oversized item pickup grows.



3

Increase your team's efficiency while you enhance service



Manual steps in your order fulfillment process not only cause extra work for your team but can also create delays for your customers. Once you've implemented a smart locker and/or cage solution, you quickly realize how much time and labor you can recapture through automation.

For example, in a typical BOPIS order, a team member first picks the order and then brings it to a shelf or staging area near the service desk. When the customer arrives, the team member must return to the staging area, search for the correct order, bring it to the service desk or a curbside pickup location, and hand it to the customer.

With smart pickup solutions, the employee just loads the order into a smart locker or cage and never has to touch it again. This saves valuable minutes with every order—especially if they're loading multiple orders at once. That means less labor—and less stress—for every order.

Another advantage is that managers know the status of all orders in the lockers. This helps them ensure that orders are being loaded into the locker efficiently and be notified if any items haven't been picked up.

And don't forget: When ecommerce customers pick up at lockers, your walk-in customers enjoy shorter lines and less crowding. This also reduces pressure on employees behind the counter, so they can take more time with each customer.

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Our team has full insight into what's ready for pickup, what's been picked up, and what's not been picked up.

BRENT BURROWS II
Vice President
CBS Bahamas

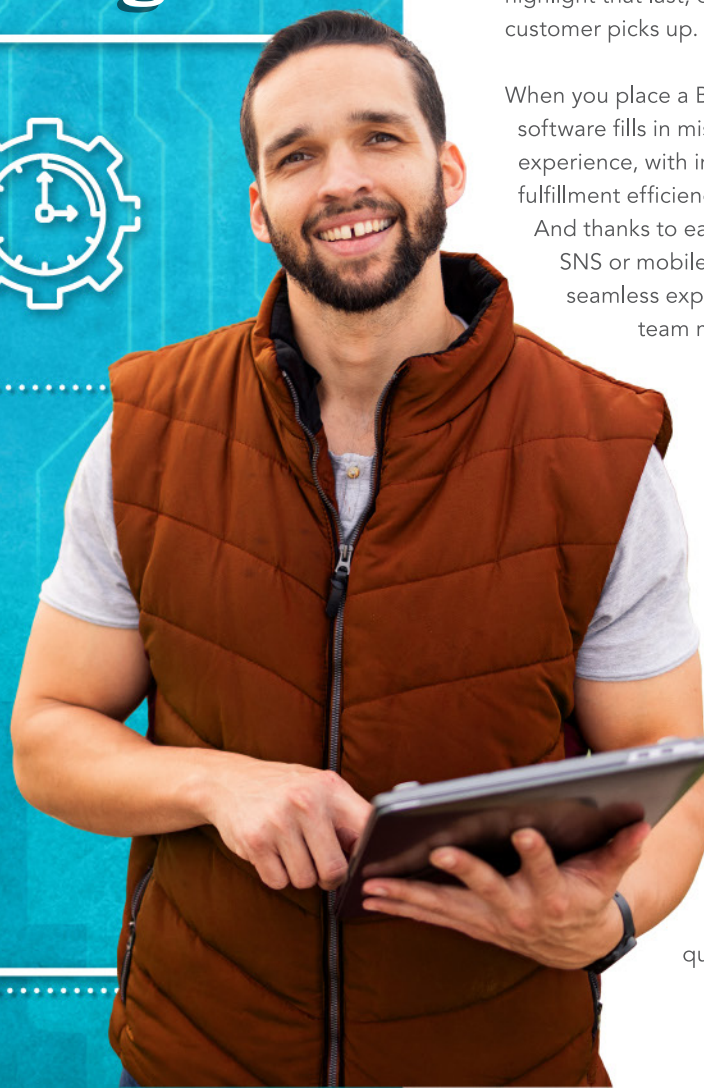
4

Optimize your ecommerce strategy with new data insights



I'll see a line at the counter, but I don't have to wait. And I can get my order after-hours or early morning.

DONNIE BILLY
Owner, Sensational Air & Heating



One of the biggest advantages of ecommerce is the data that gives you valuable insights into your order fulfillment processes and the customer's digital journey. However, with BOPIS pickup at the service desk, there's no data to highlight that last, critical step in the process: when the customer picks up.

When you place a BOPIS order in a NextUp locker, the software fills in missing details of the customer's pickup experience, with insights you can use to improve order fulfillment efficiency and enhance the customer journey. And thanks to easy integration with your ERP, POS, SNS or mobile app, it makes order pickup a seamless experience for both customers and team members.

NextUp Smart Pickup Lockers deliver new data insights that can reveal opportunities for growth or areas that need optimization, 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., how long it takes for orders to be picked up
- » Number of orders picked up after-hours/weekends.

By shining new light on these metrics, you can grow ecommerce sales and give customers more of the quick, seamless experiences they want.



Make smart pickup lockers a win for you and your customers

As you explore your options, look for a partner with the experience to guide you every step of the way. With ecommerce sales stronger than ever, many retailers are prioritizing technologies like smart pickup lockers to not only optimize labor, but also enrich the customers' experience.

Find out how the ecommerce experts at Apex can help you create a solution that makes automated BOPIS pickup a powerful competitive advantage. Email us at info@apexorderpickup.com and we'll help you get started.



ApexOrderPickup.com

