

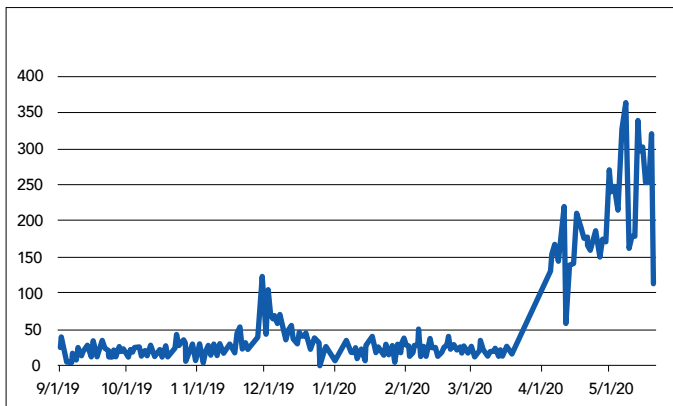
CONTACTLESS CURBSIDE PICKUP

GET CLOSE WITHOUT GETTING TOO CLOSE

Simple, fast and efficient contactless pickup of digital demand at the store within a single app experience for both consumers and associates.

AGILE AND SCALABLE OMNICHANNEL

Recent history has exposed the limitations of traditional shopping systems. Today, merchants must be able to react and respond to market disruptions that manifest in days, not years.



Curbside pickup has exploded with the need for a contactless fulfilment option from stores. Individual store fulfilment volumes have increased substantially for many retailers, putting a strain on their existing systems, processes and personnel.

With Manhattan Active® Omni, the pickup experience is completely self-contained and automated for both associates and customers. Fast, efficient and part of a single solution. No need to integrate yet another third-party solution just to handle the extra demands of curbside pickup.

Today, retailers face the challenge of local, regional or national restrictions on in-store traffic and headcount for customers and associates. The ability to dynamically shift and adapt fulfilment strategies overnight to any combination of walk-in purchases, ship from store, pickup in-store or curbside pickup has become critical to ensure inventory is not stranded and customer promises can be fulfilled safely and profitably.

END-TO-END BUYER JOURNEY IN ONE APP:

No third-party systems to add or integrate to digitally engage and communicate from order capture to curbside delivery in a robust, scalable solution to meet any store fulfilment volume.

UNPRECEDENTED AGILITY AND FLEXIBILITY:

Dynamic and configurable support for any combination of store-based fulfilment across any number of stores, including ship from store, in-store pickup, curbside and more.



CONTACTLESS CURBSIDE PICKUP

THE CUSTOMER EXPERIENCE

As soon as an online purchase for curbside pickup is completed, the customer receives an email or text confirmation and a subsequent notification when the pickup order is ready.

The notification contains a button/link that customers click when they arrive at the store parking lot, which launches Manhattan Active® Omni's Digital Self-Service technology on a personalised web page.

Customers can quickly confirm their parking location and vehicle description, without being subjected to overreaching proximity tracking of their location for arrival notification or having to download a third-party app just to complete the pickup process.

The store team is notified of the customer's arrival and quickly takes the item out to the car where they are able to confirm authenticity without contact, through the car window and place the item in the car for the customer.

THE ASSOCIATE EXPERIENCE

Because Manhattan Active Omni solutions are all part of the same app, the store associate has one device and one experience for all in-store selling, clienteling, customer service, inventory and fulfilment functions.

As soon as an online purchase for any type of store fulfilment is completed, the store team is notified and can begin picking the item. Manhattan Store Inventory and Fulfilment capabilities support individual and team picking and utilise RFID for optimal pick path guidance when available. Whether the order items are to be shipped from store, picked up in-store or at curbside, or some combination of each, the associate uses the same intuitive solution also used for Point of Sale and Customer Engagement activities.

The store team receives a push notification alerting them when a curbside pickup customer has arrived. Associates can quickly view all customers waiting for curbside pickup, their vehicle identification details and how long they have been waiting. Any curbside pickup notifications that are not immediately acted upon are highlighted in the application's notification centre under a "Curbside Pickups" menu option.

"Now we can shift volume as we need to, for instance all of a sudden turning on ship from store, BOPIS and curbside."

—Jim Dunlap, CIO at Kendra Scott

And because Manhattan Active Omni was built entirely from microservices to be the most agile and scalable, unified commerce solution ever created, merchants never have to worry about handling the skyrocketing, store-based fulfilment volumes that can quickly overwhelm traditional point of sale systems and niche, curbside add-on software.

Contactless Curbside Pickup is just one more cloud-native capability like Order Management, Point of Sale, Customer Engagement and Store Inventory & Fulfilment, is all part of a single app that delivers any combination of selling, engagement and fulfilment experiences.

Push Possible®

For more information

To learn more about Manhattan Active® Omni Contactless Curbside Pickup, contact your Manhattan sales representative or visit: manh.co.uk/products/curbside