



Exceed Customer Expectations

Automated self-service solutions for enhancing the retail Click and Collect experience

In the age of evolving consumer preferences enabled by digital technologies, retail customers are trending toward shopping online because how convenient and easy it is. At the same time, they still want to enjoy the instant gratification of purchasing items at a physical store.

Leading retailers have recognized the value of seamlessly combining both experiences into one. As a result, the click and collect experience has become a key component of customer satisfaction, loyalty and revenue growth with today's consumer.

BUY ONLINE, PICKUP IN STORE

When users shop online and choose to pick up their purchases in a local store rather than having them shipped to their homes or businesses, it is referred to as, "buy online, pickup in store" (BOPUS) or simply, click and collect. This makes sense for consumers, as it takes the convenience of online browsing and ties it to the advantages of brick-and-mortar stores – the ability to get a product quickly.

Key Benefits

- Increases customer satisfaction, loyalty and revenue growth
- Takes convenience of shopping online and ties to advantages of brick-and-mortar stores
- Entices customers to make additional purchases
- IoT-enabled data analytics and predictive maintenance

TURNING TO THE CLICK AND COLLECT MODEL

For retailers, the click and collect model is quickly becoming a vital component of their overall digital commerce strategy, and a key driver of future growth. This allows them to leverage their brick-and-mortar stores to provide a more convenient and personal shopping experience. Research shows that once online customers are physically in the store to pick up items, they spend up to 40 percent more in additional purchases.

THE INDUSTRY'S MOST COMPREHENSIVE PORTFOLIO

Bell and Howell's innovative click and collect product portfolio includes industry-leading smart lockers and integrated technology solutions that were developed with the retail customer's shopping experience in mind. Whether it's smart lockers for ambient merchandise, climate-controlled kiosks for grocery pick up, or secure cart terminals for wholesale retailers, businesses can set themselves apart by providing the ultimate shopping experience for their customers.

REMOTE MONITORING AND DIAGNOSTICS

By leveraging Bell and Howell's high-tech service organization, retailers can gain valuable insights on enriching the customer experience, increasing store associate productivity and efficiency, and maintenance and support intelligence, via IoT-enabled data analytics solutions.

Imagine emulating a more human touch in the age of robotics, or predictively forecasting peak times, overall machine usage, anticipating holiday season traffic volumes, and predictive maintenance.

Bell and Howell's award-winning service organization helps retailers reduce equipment downtime, improve first-time fixes (FTF) and increase overall performance.

SCALABLE SOLUTIONS FOR CLICK AND COLLECT



SNAPLOCKER BY CLEVERON



CLEVERBOX BY CLEVERON



PACKROBOT BY CLEVERON




PACKROBOT COMBO BY CLEVERON

 FOR MORE INFORMATION VISIT: BELLHOWELL.NET



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