



Expedite & Fresca

Multichannel Retail Specialists



Make click and collect easy
with Integrated Store



37% of Web users who encounter a problem in the shopping process said that they will be unlikely or highly unlikely to shop with the same provider across any of that company's channels.

Gartner Multichannel Study

The shopping forecast

Retail is like synchronised swimming. What appears publicly as effortlessly coordinated, involves a lot of hard work under the surface. And when it goes wrong, you sink.

In such a difficult and unpredictable environment, inefficiency and inconsistency hand the advantage to your competitors. You need to make sure that everything is working together as well as it possibly can, to provide a seamless experience for your customers.

Customers don't talk about 'multichannel', or 'cross-channel', or even 'retailers' – they talk about shops. They don't care if it is online, in-store or over the phone. They expect anyone and anything representing your company to be able to help them get what they want – promptly.

The next generation of shoppers is more mobile, technologically-aware and informed than any before, and this makes their expectations higher.

You need to be able to understand and respond to these empowered consumers, by:

- **Building a consistent brand**
Consumers expect consistency regardless of how they choose to interact with you, and don't want to be constrained by time/location/technology.
- **Offering a choice of interaction**
Choice should not create confusion. It's important that, whatever channel customers opt for, the options and offers are clear.
- **Ensuring consistency**
A single inventory, one loyalty scheme, consistent promotions, and the sharing of knowledge across multiple channels will give you one synchronised view of your customer, product and inventory data.

Cross-channel winner

Achieving this consistency and seamless customer experience means that you have to integrate disparate software applications from lots of different suppliers.

We understand the complexities of operating across multiple trading channels, and the challenges this throws up, such as:

- How inventory is allocated to channel
- Website and in-store integration
- Ensuring seamless customer service across all channels
- Managing customer orders
- Customer shipment management from a traditional warehouse
- Pricing strategies across multiple channels.

Our Integrated Store solution will give you a level of flexibility and cross-channel integration that will attract customers and keep them coming back.

Retailer benefits

- Increase store footfall
- Extend access to full product range
- Expand geographical coverage
- Increase average basket size
- Increase customer conversion
- Rationalise inventory
- Track channel impact.

Customer benefits

- Banish “out of stock” disappointment
- Easy delivery to preferred location
- Personalised service from informed staff
- Save time with click and collect
- Choose items – let someone else shop
- Ensure size/colour availability

The best of both worlds

Our strength lies in our ability to take market-leading applications from different fields, and weave them together to create a cross-channel solution that suits you perfectly.

Pulling together everything under one roof gives you all the benefits of both a ‘one stop shop’ and a customised selection. We’ll guide you through the process of implementing a software solution and provide expert knowledge on key challenges along the way. And we’ll do all of this within the framework of your own business processes, budget, time and legacy systems demands.

We provide software solutions to support a variety of retail trading environments. Our Integrated Store solution will help you:

Attract customers by giving them what they want, when they want it

- Target customers cost-effectively, predict their buying behaviour and improve stock availability.

Keep customers happy by making every aspect of shopping easier

- Offer a personal experience and implement an integrated multichannel strategy to provide a seamless service.

Cut costs and improve efficiency

- Reduce shrinkage, transform the supply chain and help everyone be more productive.

“By 2011 the average UK online shopper will be the second highest spender in the world.”

Gartner

88% of retailers who are efficiently managing customer, merchandise and inventory information across multiple channels are achieving greater than 3% comparable store sales growth as a result.

Aberdeen, 21C Retailer



- 1 Reserve online, pick up in store
- 2 Buy online, collect in store
- 3 Buy online, return in store
- 4 Order in store for delivery anywhere

What is the Integrated Store solution?

Integrated Store is a pre-integrated web and store solution. It links your store and web channels, to provide a seamless customer experience.

Our solution gives your customers the ability to shop on their own terms through four key business capabilities:

1. Reserve online, pick up in store
2. Buy online, collect in store
3. Buy online, return in store
4. Order in store for delivery anywhere

Integrated Store is built on our market-leading FrescaCommerce Platform and Store 6 point of sale (POS) software, but it's flexible enough to work with other web and POS solutions.

Both FCP and Store 6 have been significantly enhanced to support Integrated Store, with new screen options to support cross-channel order creation, collection and processing.

Integrated Store comes with predefined reports to help you manage your cross-channel trading environment from an operational perspective. Store reports, such as those to analyse pick fulfilment, cancellations and exception scenarios, can be scheduled and published as required.

It can help you take care of everything from customer interaction and store staff operations to process exception handling and monitoring.

1

Reserve online, pick up in store

Customers can browse your website and choose items to collect at a preferred location. They can also check stock availability and automatically request that an item is reserved.

Being able to reserve an item online to collect when convenient saves customers a wasted journey. Integrated e-mail and text alerts keeps them up to date so they can be sure their item is in stock at their preferred store before they set off.

If the product is held at a distribution centre, the Integrated Store solution will trigger a third party request to have the item despatched to the preferred store for collection. To avoid the problem of things lying uncollected, the Integrated Store solution generates daily reports to let you see what's on hold, and which items have passed the reservation period.

Key features and functions

Store/product eligibility rules – Define which stores and products are eligible for the “reserve online, pick up in store” service.

Postcode lookup tools – Select preferred collection store

Inventory query based on in store or distribution centre (DC) stock – Eligible products will be flagged with a fixed delivery lead time based on a user defined number of DC to store shipment days

FCP or third party stock query – Show stock as available only if there is more than a threshold level

Inventory holds – Standard integration points between Store 6 and FCP to request and confirm pick

Automatic messaging tool – Notify customers of reservation status

Store and enterprise reports – Predefined reports listing inventory holds and expired orders, available at store and enterprise levels

User defined price configuration options at point of payment – Web or in-store price and promotions, as well as options to use manager over-rides at line and transaction level

2

Buy online, collect in store

Although similar to ‘reserve online, pick up in store’, the prepayment element of buying online requires some additional process points.

For example, as the order has been prepaid, it is not possible for the price or order quantities to be changed at the point of collection. However, if items have been reduced in price, or the customer decides they don't want part of the order when they come to collect it, a return and resale can be processed at the point of sale.

You may want to manage prepaid orders with more tolerance than reservations, so the Integrated Store solution shows the ‘order type’ at both store and enterprise level.

Predefined reports also identify prepaid orders and reservations by status and location. This gives you the flexibility to decide how to manage each order type. The company policy may be to return reservations to free stock after ‘x’ days, but uncollected prepaid orders will require a different process.

Key features and functions

Like ‘reserve online, pick up in store’ with additional elements:

Authorisation at order point – Settlement at reservation – Settlement is only processed at the point when stock is confirmed as reserved in store awaiting collection

Refund to original payment method – Refunds (customer cancels, never collects) are processed through the original payment method in line with best practice

Prepaid orders reporting – Predefined report listing details of prepaid orders

Optional Integration points – A third party system can be integrated to register the sale for replenishment and liability purposes, either at reservation or collection point

3

Buy online, return in store

If a customer buys something online for home delivery, they can return it in store, if this is more convenient for them.

Providing customers with this seamless experience across multiple channels requires consistency. Integrated Store has a central order management database which shows every customer order, and any channel can access or update the details (subject to security parameters).

This means that, if a customer returns an online purchase to a store, you can process the return against the original order.

Key features and functions

POS style user interface – For easy staff training

Central order database – Including details of items already refunded, original price paid, and method and status of payment

Multiple ‘order retrieval’ options – By in-store barcode scan, order number key entry or customer detail search

Optional automatic refund routing to original payment method – Refunds are routed to either the website PSP, or through the store payment process as appropriate

Additional refund options – Refunds can be in line with store rules, such as vouchers, gift card, or credit note

User-defined reason codes – To track customer order returns in store

Predefined reports – Listing returned orders at store and enterprise level

4

Order in store for delivery anywhere

A true cross-channel solution provides consistent services across all channels. So a customer in the store can immediately access the full range online – either self-serve or as an assisted sale.

Customers may want to know more about a product and get guidance from a sales assistant before committing to the purchase. Or they may need home delivery if the item is too bulky, or is a ‘display only’ product.

To complete the empowered customer experience, online delivery tracking, text message updates, automated responses, call centre interaction and checking in-store all need to be integrated.

Key features and functions

Multiple ordering services options – Buy in store for home delivery, reserve in store and pick up in store, or buy in store and collect in store

In store visibility of channel order history – Orders captured in store automatically feed into the standard process for managing any channel captured order, with multiple order retrieval options

Configurable refund options – Refund to original payment method or business rules driven (eg gift voucher), with additional reason code options

POS style user interface – Familiarity with existing hardware and user interface makes staff training easy

For home delivery, payment must be processed in full at order placement – Card payment in store will be ‘customer present’. This means that the customer must return to the store for a cancellation or refund.

Configurable options for store collection orders – Payment at point of order placement or collection. Option to activate store promotions for ‘pay on collection’ orders

At the moment, you can't have both ‘buy online and collect in store’ AND ‘reserve online and pick up in store’ available in the same chain. However if you have more than one brand in your organisation, you can have the different brands configured so that some offer ‘buy and collect’ and others ‘reserve and pick up’.

Best practice makes perfect

Our Integrated Store solution weaves together market leading components to provide a unique cross-channel proposition.

We'll work with you to solve any problems and we're here for the long run. What you'll get is not only our robust solution, but also the benefit of our experience and expertise in a number of related areas, including best practice process optimisation, project management, technical integration and ongoing support.

We are always looking at ways to improve Integrated Store, to make sure that we stay ahead of changing demands in the marketplace, and that our solution is a market leader.

The expertise we've built up developing our solution means that we can help you achieve many of the benefits of an integrated store even if you are using a third party PoS or e-commerce solution. We bring unrivalled experience of integrating diverse and legacy networks and can offer you:

Best practice business processes

- Simple and seamless customer experience
- Simple and efficient store processes.

Solutions that enable you to grow

- Configurable to grow with your business
- Ongoing investment in best in class capabilities.

A one-stop shop

- Pre-integrated, cross-channel solution
- Broad range of implementation services.

The next steps



The retail journey continues, as e-commerce blurs into m-commerce

Of course, more and more people are accessing websites from their mobile phones – and you'll need to be ready to incorporate an m-commerce solution into your channel offerings. With that in mind, we've created a personalised, interactive App for the iPhone that can be added to the Integrated Store solution.



For more information on Integrated Store and how it can help you get click and collect in place quickly and easily, contact 0870 850 6880 or visit www.btexpedite.com/integratedstore



BT Expedite and BT Fresca together make up the retail solutions division of BT. We provide products, services and solutions for some of the UK's leading retailers, with expertise across all areas of retail, from e-commerce to supply chains.

www.btexpedite.com



Offices worldwide

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