

CONSIGNOR
FOR RETAIL

DIGITIZATION OF BRICK AND MORTAR STORES



- Drive more footfall to your stores
- Improve your customers' shopping and delivery experience
- Evolve your brick and mortar stores



Evolve Brick & Mortar Stores

Reducing basket abandonment rates and increasing online conversion, while improving margins and keeping customers coming back time and again is utopia for all online retailers.

Utilize your retail stores, associates and SKU range while reducing 'over' and 'out' of stock items in the warehouse. You can also save on shipping costs by fulfilling orders closer to your customers and generate more store footfall with your own click & collect PUDO offering.

But what impact is this having on the traditional brick and mortar stores? These stores are struggling to survive with increased competition making online shopping more convenient than ever.

So let us help you evolve your brick and mortar stores and improve your customers' shopping experience!

Consignor for Retail provides a modular cloud-based solution to turn your out-of-town and brick and mortar stores into active fulfillment centres and click & collect PUDO's.



Make delivery a competitive advantage for your business and a seamless experience for your customers.





Order Online



Select Store



Collect from Store

Collect from Store

Generating more store footfall has always been challenging. The rise of the internet and online shopping has only made this harder.

The answer? Bring your online customers to your store. However, it's not easy to recapture the instore experience online and vice versa. To do this, you need to develop a click & collect proposition that encourages them to visit their local store at a time convenient for them.

The first step is to rank it #1 in your delivery options and make it the only free delivery option, maybe even include a small free gift/sample with every collection to make it a compelling option.

What you save on shipping costs for individual customers, and the additional hidden costs of lost/damaged deliveries, customer service WISMO calls, etc. you can use to enhance other areas of your business.

Inside your store, create a dedicated section for click & collect, and if you're in fashion, provide seating and changing room facilities specifically for online customers. This will allow you to minimize the number of returns being shipped back, and provide a platform for your staff to maximize upsell opportunities from the products in store.

Consignor for Retail provides a browser based, tablet and mobile platform with the capacity to store, retrieve and hand-over customer orders, using sign-on glass technology, while keeping your customers notified in real-time of the status and location of their order.

**At the heart of all retailers, is the customer.
Make experiences a number one priority to drive
customer loyalty.**



Ship from Store



One of the biggest frustrations consumers face when shopping online or in store is seeing “Out of Stock” listings. That’s why accurate forecasting of stock requirements for each physical and online store is so important.

Getting this wrong not only leads to unhappy customers, it also ties up cash-flow in stock stored in the wrong locations which in turn can result in lost sales and the increased cost of shipping stock between stores and warehouses. But what can you do to mitigate this risk? The answer is using your own physical stores as fulfillment centers.

Speed up delivery at a lower cost

By shipping orders directly from stores, there are more opportunities for you to fulfil the order. This saves incremental revenue that might have otherwise been lost due to stock outs, while reducing the need to double up on stock stored in your warehouse.

Shipping from store allows you to provide a much better delivery experience for your customers. Shipping nationwide as an example. You will be typically offering a two-day delivery window, as your customer delivery proposition. But how about reducing that down to next day? Or same day? Or even 90 minutes from order placement?

As a result, whether your stores are your only inventory holding locations or if your inventory is spread between stores and DCs, your customer delivery proposition has been elevated, and most likely at a more favourable fulfillment cost.



Build your own Delivery Service

Equip your employees with an advanced delivery solution powered by Consignor for Retail.

Whether you are utilizing your store employees or setting up a dedicated team to deliver your products, Consignor supports package scanning, automated status updates, route optimization and more through an easy-to-use smartphone app.

Save on Freight with Carrier Flexibility

Since switching delivery carriers has been a difficult task for most businesses, retailers have traditionally utilized the services of a couple of large carriers resulting in a loss of flexibility and a resignation to annual rate hikes and service limitations.

With Consignor, there are a wide range of options! Consignor customers have access to an increasing number of carriers, including regional, local and same-day delivery companies – all part of the world’s largest carrier library.

This allows you to switch carrier options in minutes to meet your customers’ delivery expectations, whether you are utilizing 3rd party network carriers or your own custom carrier.

The number one focus for any successful business, is ensuring they have strong cashflow. Lead the way by making your assets work efficiently for you and remove the overheads tying up important cash!

Track and Trace

As a retail business, getting full visibility of parcels moving throughout your network and where it sits in your supply chain, is very important.

This is particularly true if you're using an omni-channel approach. But as your fulfillment operation expands to include ship from store, 3PLs, warehouses and others, this process becomes even more complicated.

Each method uses different systems such as a WMS, OMS or ERP to track the movement of parcels and with multiple carriers also involved, it isn't clear what the single source of truth is.

So when the WISMO calls start flooding in, your customer services team can't provide the most accurate and up-to-date information. This leads to unhappy and frustrated customers.

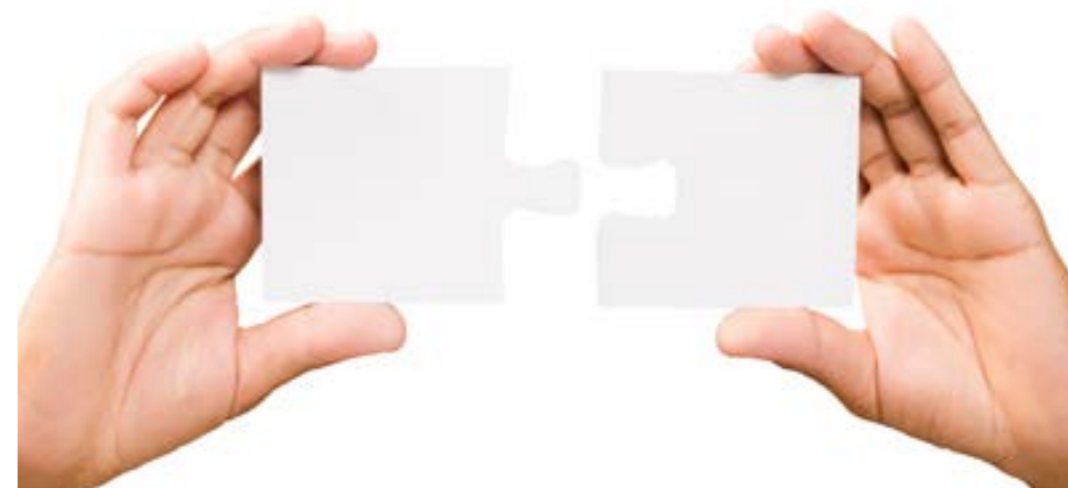


Through a cloud based portal, Consignor for Retail allows your internal teams to track orders wherever they are in your supply chain network.

Also, with your key systems integrated, the risk of data errors is greatly reduced. Personalised notifications can then be sent to your customers based on key events during the delivery journey to keep them informed every step of the way.

Track parcels throughout their journey, reduce the number of WISMO calls you receive and provide a better customer service experience.

Integrate Your Key Systems



Whether you sell in store, online or both, there are key systems playing a central role in the smooth running of your retail business.

For example, you could be using ecommerce software such as Shopify or Magento to power your online store, inventory management software for tracking stock levels and a delivery management solution for printing labels and tracking shipments.

But problems start when these systems work independently of each other. Because the data has to be inputted manually into each one, mistakes occur, leading to costly delays and unhappy customers.

There's also the time and resources required to learn how to master multiple systems. Wouldn't it be easier to just master one?

By integrating with Consignor for Retail, shipment data is automatically exchanged with your backend systems, removing the need for manual re-entry of order information when producing shipments, improving data quality and reducing the risk of errors.

Also, because Consignor for Retail can work as a "black box" your staff can continue working in your current ERP, WMS or e-commerce system when you produce shipments. Don't allow your key systems to work in isolation. Ensure they work together in order to provide a seamless delivery experience for your customers.

Consignor for Retail

Consumers today are shopping more online. Whether it's at home, on the go, or anywhere in between. However, the growth in online shopping is accelerating the decline of brick and mortar stores.

With demand shifting from physical stores to e-commerce, you focus on fulfilling online orders via multiple warehouses spread throughout different regions using national and cross-border carriers. However, this leads to increased shipping costs and limits the delivery options you can offer customers in the online checkout.

Consignor for Retail can help drive footfall to your stores, improve your customers shopping experience and play an important role in saving brick and mortar stores.

Increases



Online product range



Customer delivery proposition



Customer loyalty

Decreases



Out of stocks



Central held and product range



Shipping time and costs

Optimize Stores



Inventory turn around



Associate utilization

About Consignor

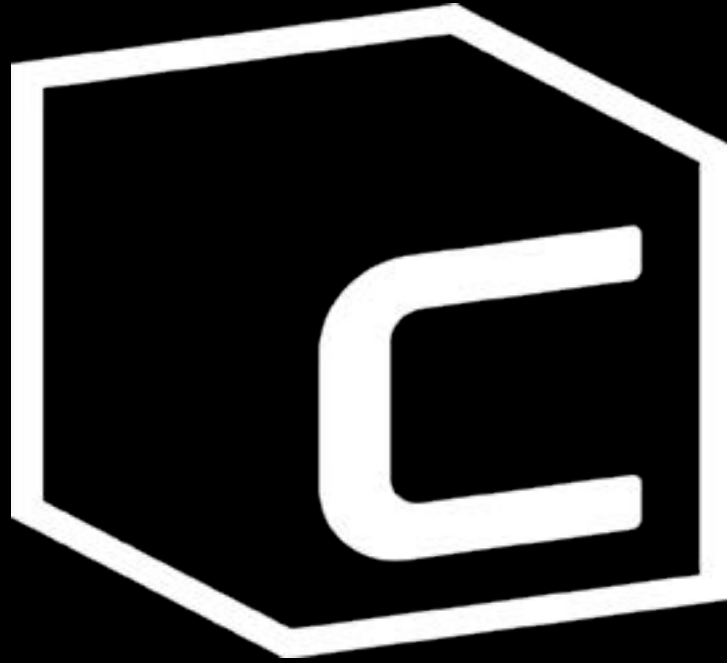
Handling millions of shipments per year and hosting the largest carrier library in the world, the Consignor platform is enabling more than 10,000 customers to automate their shipping process, regardless of which carrier, ERP, WMS or webshop they are using.

Consignor allows you to:

- Have a single integration point for all your key systems
- Create shipping rules in minutes, with no special IT skills required
- Provide your customers with personalised and relevant checkout options.
- Reduce inbound customer service 'WISMO' calls
- Transfer shipping data to your carriers automatically
- Manage carrier availability and performance in real time
- Track parcels from your own branded self service portal
- Optimize delivery routes and drop sequence scheduled deliveries

Request a demo





Find out more
www.consignor.com

#getinvolved #evolve