

Boost for online shopping with fast and simple drive thru collection outlet



” **The best thing that has happened according to some customers - because it is so easy.** ”

Daniel Kvist, Store Manager Ica Maxi Erikslund

Increased number of customers

Since Ica Maxi Erikslund started its online initiative two years ago, the store has become the largest outlet for online shopping within Ica. According to store manager Daniel Kvist, the most important reason for this rapid increase is their focus on simple and effective collections in the drive thru.

The customers are positive

The response to online shopping and above all the drive thru collection outlet has been extremely positive. According to some even "the best thing that has happened" because "it is so easy". That's why we are doing it, we want it to be simple for our customers to shop with us, Daniel Kvist says. Being able to shop from home in peace and quiet delivers a time saving for, for example, families with children, who now only have to go and collect their items. Customers do not have to stay at home to wait for a delivery, but can instead collect their order when it suits them best.

Obvious initiative

Shopping for food online will become a matter of course and we want to be involved from the start, Daniel Kvist says. About 5% of the store's turnover derives from online shopping and the major boost was principally from the introduction of the drive thru collection outlet which is located beside the store. Today 8 out of 10 online customers choose to come to the store and collect their items.

We don't need to market online shopping now, it's going really well anyway, Daniel reports. Sales took off immediately, and we have already reached full capacity on a few occasions in terms of collected orders. We are therefore already planning an expansion.

Simple and clear process

Malin Siljebäck is Online Manager at Ica Maxi Erikslund and her team consists of 18 people with the task of picking items, home deliveries and distribution in the drive thru. Malin recounts that the customers previously had to go into the store to collect their items, but drive thru in combination with Qmatic Click & Collect for Ica means that the customers don't even need to get out of their cars if they don't want to when collecting their items.

The customers place their order and pay from home in peace and quiet. When ordering, the customers also select when to collect their items. The order arrives at the store during the night and all orders are picked early in the morning in the order in which they are to be collected. The customer receives a text message with a link from Qmatic's system 30 minutes before the time slot selected.

The customer comes to the store, activates the link and enters his/her registration number. Store personnel receive a notification of the customer's arrival on their Qmatic screen in the collection outlet and via Qmatic's cell phone app. If the collection outlet personnel are elsewhere in the store they are quickly informed via the Qmatic app that a customer has arrived and can make their way there immediately to hand over the items.

The store personnel put the shopping bags in the car and all the customer has to do is sign for them and drive away. The process is simple and clear, for both customers and store personnel.

Requirements for the store

Online shopping places requirements on the physical store as it needs space to store and distribute the pre-packaged deliveries effectively. Ica Maxi Erikslund started with a small existing premises but has expanded as the demand for online shopping has increased so rapidly.

The investment in a drive thru, along with notification and registration of arrival by cell phone is what is rated most highly by the customers and it is also what has contributed most to our increase in online sales. Today about 80% of online customers select collection via the drive thru, which means that we dispatch around 500 orders per week, Malin Siljebäck reports.

Success factors

According to Daniel Kvist, the most important advice for a store that wants to provide online shopping with collection in the store is to invest in a proper drive thru outlet so that a large number of collections can be handled efficiently.

It must be simple for the customers, they shouldn't even need to get out of their cars. Qmatic's system for notification is undoubtedly worth the investment due to the flexibility it entails for both customers and store personnel, says Daniel.

SUMMARY

CUSTOMER: Ica Maxi Erikslund

INDUSTRY: Groceries

FACTS:

- Net turnover SEK 543 million
- Number of employees 175
- Number of items approx. 25,000 online
approx. 32,000 offline

CHALLENGES

- Customers want to shop online and collect order when it suits them
- Simplicity and clarity for customers and store personnel in connection with collections
- Effective handling of a large number of online orders per day

SOLUTION

- Qmatic Click & Collect for Ica

BENEFITS

- Effective collection of a large number of online orders per day
- Better customer experience with simple and clear process for collection
- Clear notification for collection outlet personnel who can have secondary duties in off-peak periods
- More loyal customers
- Increased online sales