

The background of the entire slide is a dark blue gradient with a white wireframe pattern of jagged mountain peaks and valleys.

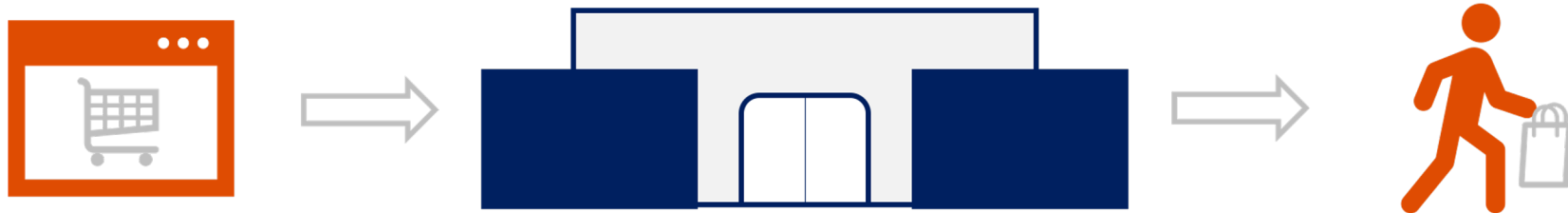
RFID

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BOPIS Benchmark Survey



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The BOPIS Team exists to evaluate the omni-channel claims of the nation's top retailers.



What We Have Done So Far:

- Placed 60+ orders across 20+ retailers
- Compiled data and calculated industry and sector averages
- Published a paper with metric explanations and aggregated data
- Created retailer-specific reports for each company considered
- Explored how RFID can improve BOPIS operations

BOPIS metrics are split into 3 classifications:

- **Online:** user experience before visiting the store
- **Communication:** communication between retailer and customer
- **Pickup:** user experience upon arriving at the store



Online Classification

The Online Classification evaluates a retailer's inventory availability, search methods, and user experience.

Online Classification

| | |
|---------------------------------------|-----|
| Online Inventory Count | 35% |
| Limits Placed on Online Orders | 75% |
| Accuracy of Online Inventory Count | 13% |
| Search by Store | 95% |
| Search by BOPIS | 85% |
| Number of Clicks until Checkout | 5.5 |
| Presence of Multiple Search Methods | 65% |
| Online Inventory = In-Store Inventory | 70% |
| In-Store Inventory = Online Inventory | 72% |

Communication Classification

The Communication Classification evaluates a retailer's ability to communicate necessary order information to the customer in a clear and efficient manner.

Communication Classification

| | |
|-----------------------------------|------|
| Number of Order Related Emails | 2.95 |
| Receipt in Confirmation Email | 100% |
| Pick Up Instructions | 50% |
| "Order Ready" Notification | 100% |
| Order Ready in Relevant Timeframe | 90% |

Pickup Classification

The Pickup Classification evaluates the manner in which a retailer caters to customer needs when picking up purchases.

Pickup Classification

| | |
|--------------------------------------|-----------|
| Multiple Pickup Methods | 85% |
| Pickup at Any Hour | 85% |
| BOPIS-Specific Parking Spots | 10% |
| Signage for Pickup Area | 35% |
| Proximity of Pickup Area to Entrance | 80% |
| Dedicated BOPIS Area | 30% |
| Designated BOPIS Staff | 20% |
| Auxillary Purchases at BOPIS Desk | 75% |
| Time Taken to Collect | 02.47 min |

| Online Classification | | | | | | |
|---------------------------------------|--------------|-------|-----------|---------|-------------|------------|
| Criteria | SGoods/ Hob. | Misc. | Home Imp. | Apparel | Electronics | Gen Merch. |
| Online Inventory Count | 0% | 0% | 67% | 40% | 50% | 33% |
| Retailers who allow ALL from 1 SKU | 100% | 60% | 100% | 80% | 0% | 67% |
| Accuracy of Online Inventory Count | 0% | 0% | 9% | 19% | 26.67% | 29% |
| Search by Store | 100% | 80% | 100% | 80% | 100% | 100% |
| Search by BOPIS | 100% | 80% | 67% | 60% | 100% | 100% |
| Number of Clicks until Checkout | 5.67 | 6 | 4.33 | 6.20 | 5.50 | 5.33 |
| Presence of Multiple Search Methods | 67% | 20% | 67% | 80% | 100% | 67% |
| Online Inventory = In-store Inventory | 62% | 72% | 58% | 85% | 54% | 77% |
| In-store Inventory = Online Inventory | 66% | 73% | 86% | 74% | 72% | 64% |

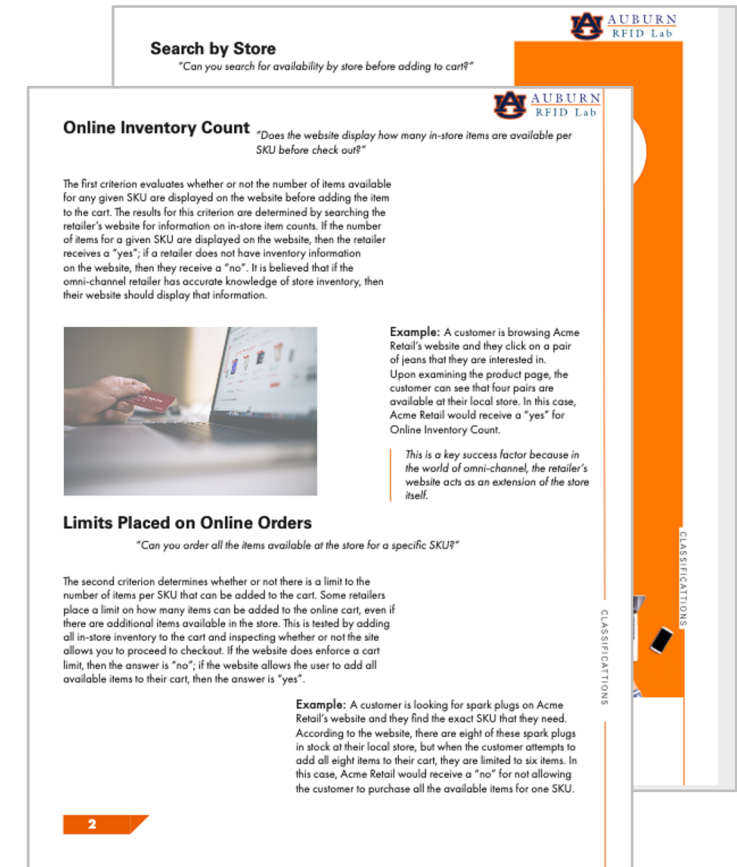
Communication Classification

| Criteria | SGoods/Hob. | Misc. | Home Imp. | Apparel | Electronics | Gen. Merch. |
|---|-------------|-------|-----------|---------|-------------|-------------|
| Number of Order-related Emails | 3.3 | 2.8 | 2.67 | 3.2 | 3 | 3.0 |
| Receipt in Confirmation Email | 100% | 100% | 100% | 100% | 100% | 100% |
| Pickup Instructions in Order-related Emails | 67% | 60% | 0% | 60% | 0% | 67% |
| "Order Ready" Notification | 100% | 100% | 100% | 100% | 100% | 100% |
| Order Ready in Relevant Timeframe | 100% | 80% | 78% | 100% | 100% | 89% |

| Pickup Classification | | | | | | |
|--------------------------------------|---------------|---------|-----------|---------|-------------|------------|
| Criteria | SGoods/ Hobs. | Misc. | Home Imp. | Apparel | Electronics | Gen. Merch |
| Multiple Pickup Methods | 100% | 100% | 100% | 60% | 100% | 67% |
| Pickup at Any Hour | 67% | 100% | 100% | 100% | 50% | 67% |
| BOPIS-specific Parking Spots | 33% | 0% | 0% | 40% | 0% | 0% |
| Signage for Pickup Area | 33% | 60% | 33% | 20% | 0% | 67% |
| Proximity of Pickup Area to Entrance | 100% | 100% | 67% | 40% | 100% | 100% |
| Dedicated BOPIS Area | 67% | 20% | 0% | 40% | 0% | 67% |
| Designated BOPIS Staff | 33% | 20% | 0% | 40% | 0% | 33% |
| Item @ Pickup Desk | 78% | 93% | 67% | 60% | 100% | 67% |
| Time Taken to Collect (in seconds) | 0:02:09 | 0:01:32 | 0:04:33 | 0:03:59 | 0:02:26 | 0:02:54 |

BOPIS Paper (v1)

- Outlines all metrics and methodology
- Provides industry averages and sector-specific averages



Next Steps:

- Include more metrics that focus on Customer Experience (CX)
- Shift focus towards Retailer side of BOPIS operations



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THANK YOU

