



# RFID JOURNAL LIVE!

**SEPTEMBER 26 - 28, 2021**  
PHOENIX CONVENTION CENTER | PHOENIX, AZ

## How are we doing? The RFID connection to BOPIS

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# The Power of BOPIS

- Pre-pandemic BOPIS
    - 'nice to have' part of omnichannel strategy
  - Pandemic BOPIS
    - Lifeline for many retailers
  - Post-pandemic BOPIS
    - An expectation of consumers
- 
- Are retailers harnessing the power of BOPIS?
  - Does RFID make a difference in BOPIS execution?



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# BOPIS is easy ... right?

- 20+ retailers; 100+ categories; collecting data since early 2019
- Randomly select items from multiple categories
- Check availability of items shown online against actual shelf quantity
- BOPIS order criteria:
  - Online
  - Communication
  - Pickup
- Scorecard data available in white paper at <http://rfid.auburn.edu>



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# BOPIS Scorecard: Key Elements

Online Criteria
Online Inventory Count
Limits Placed on Online Orders
Accuracy of Online Inventory Count
Search by Store
Search by BOPIS
Number of Clicks until Checkout
Multiple Search Methods
Online Inventory = In-store Inventory
In-store Inventory = Online Inventory



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# BOPIS Scorecard: Key Elements

Communication Criteria
Number of Order-related Emails
Receipt in Confirmation Email
Pickup Instructions in Order-related Emails
Order Ready Notification
Order Ready in Relevant Timeframe



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# BOPIS Scorecard: Key Elements

Pickup Criteria
Multiple Pickup Methods
Pickup at Any Hour
BOPIS-specific Parking Spots
Signage for Pickup Area
Proximity of Pickup Area to Entrance
Dedicated BOPIS Area
Designated BOPIS Staff
Order Ready Upon Arrival
Time Taken to Collect



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# BOPIS Scorecard: Key Elements

Online Criteria	Communication Criteria	Pickup Criteria
Online Inventory Count	Number of Order-related Emails	Multiple Pickup Methods
Limits Placed on Online Orders	Receipt in Confirmation Email	Pickup at Any Hour
Accuracy of Online Inventory Count	Pickup Instructions in Order-related Emails	BOPIS-specific Parking Spots
Search by Store	Order Ready Notification	Signage for Pickup Area
Search by BOPIS	Order Ready in Relevant Timeframe	Proximity of Pickup Area to Entrance
Number of Clicks until Checkout		Dedicated BOPIS Area
Multiple Search Methods		Designated BOPIS Staff
Online Inventory = In-store Inventory		Order Ready Upon Arrival
In-store Inventory = Online Inventory		Time Taken to Collect



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# BOPIS Scorecard: Online Criteria

Online Criteria	Industry	Peer	XYZ Score
Online Inventory Count	35%	67%	Yes
Limits Placed on Online Orders	75%	100%	Yes
Accuracy of Online Inventory Count	13%	10%	30%
Search by Store	95%	100%	Yes
Search by BOPIS	85%	67%	Yes
Number of Clicks until Checkout	5.5	4.3	4.0
Multiple Search Methods	65%	67%	Yes
Online Inventory = In-store Inventory	70%	92%	85%
In-store Inventory = Online Inventory	72%	94%	88%



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# BOPIS Scorecard: Communication Criteria

Communication Criteria	Industry	Peer	XYZ Score
Number of Order-related Emails	2.95	3	4
Receipt in Confirmation Email	100%	100%	Yes
Pickup Instructions in Order-related Emails	50%	0%	No
Order Ready Notification	100%	100%	Yes
Order Ready in Relevant Timeframe	90%	100%	Yes



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# BOPIS Scorecard: Pickup Criteria

Pickup Criteria	Industry	Peer	XYZ Score
Multiple Pickup Methods	85%	33%	Yes
Pickup at Any Hour	85%	100%	Yes
BOPIS-specific Parking Spots	10%	0%	No
Signage for Pickup Area	35%	67%	Yes
Proximity of Pickup Area to Entrance	80%	67%	Yes
Dedicated BOPIS Area	30%	33%	Yes
Designated BOPIS Staff	20%	67%	Yes
Order Ready Upon Arrival	75%	67%	100%
Time Taken to Collect	2:47	4:33	3:21



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# Does RFID make a difference?

- Criteria potentially impacted by RFID
- “RFID retailers” versus industry
  - *Note: preliminary, non-scientific comparison*
  - *Predicated on inventory accuracy*



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# Does RFID make a difference?

Online Criteria	Communication Criteria	Pickup Criteria
Online Inventory Count	<del>Number of Order-related Emails</del>	<del>Multiple Pickup Methods</del>
Limits Placed on Online Orders	<del>Receipt in Confirmation Email</del>	<del>Pickup at Any Hour</del>
Accuracy of Online Inventory Count	<del>Pickup Instructions in Order-related Emails</del>	<del>BOPIS-specific Parking Spots</del>
<del>Search by Store</del>	<del>Order Ready Notification</del>	<del>Signage for Pickup Area</del>
<del>Search by BOPIS</del>	<del>Order Ready in Relevant Timeframe</del>	<del>Proximity of Pickup Area to Entrance</del>
<del>Number of Clicks until Checkout</del>		<del>Dedicated BOPIS Area</del>
<del>Multiple Search Methods</del>		<del>Designated BOPIS Staff</del>
<del>Online Inventory = In-store Inventory</del>		<del>Order Ready Upon Arrival</del>
<del>In-store Inventory = Online Inventory</del>		<del>Time Taken to Collect</del>



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# Does RFID make a difference?

Online Criteria	Industry	RFID
Online Inventory Count	35%	100%
Limits Placed on Online Orders	75%	100%
Accuracy of Online Inventory Count	13%	60%
<del>Search by Store</del>	<del>95%</del>	
<del>Search by BOPIS</del>	<del>85%</del>	
<del>Number of Clicks until Checkout</del>	<del>5.5</del>	
<del>Multiple Search Methods</del>	<del>65%</del>	
Online Inventory = In-store Inventory	70%	90%
In-store Inventory = Online Inventory	72%	94%



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# Does RFID make a difference?

Communication Criteria	Industry	RFID
<del>Number of Order-related Emails</del>	2.95	
<del>Receipt in Confirmation Email</del>	100%	
<del>Pickup Instructions in Order-related Emails</del>	50%	
<del>Order Ready Notification</del>	100%	
Order Ready in Relevant Timeframe	90%	100%



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# Does RFID make a difference?

Pickup Criteria	Industry	RFID
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%	
Order Ready Upon Arrival	75%	
Time Taken to Collect	2:47	



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# The Power of BOPIS

- BOPIS and its variations will be expected, but BOPIS execution is still lacking
- Accuracy => execution => sales
- Preliminary data suggests better BOPIS execution for RFID-enabled retailers via increased accuracy
- Key question: Where / how can RFID be used to enable other omnichannel capabilities via visibility / accuracy?



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# THANK YOU

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