



# Radial Store Fulfillment Solutions

Efficiently Utilize Stores to Support Your Omnichannel Customers

The physical store has changed drastically over the years and continues to evolve to support changing buyer behaviors as well as economic conditions. The store continues to be a place for customers to touch and compare items before they purchase them. However, the store is also growing in importance as retailers expand omnichannel choices with various fulfillment and return options, brand experiences, and a location to experiment with new engagement strategies.

As the store evolves, it is not as simple as adding a new capability. There is infrastructure and procedures that need to be put in place to provide the new options as efficiently and seamless as possible. That is why Retailers are looking to Radial to provide the expertise and solutions needed to support today's retail store operations and any future customer demands.

Radial Store Fulfillment solutions help retailers coordinate the processes required to profitably offer omnichannel fulfillment options through a physical store. Radial helps you coordinate store and online channels by integrating cross-channel data and processes to enhance visibility of both orders and inventory. Radial's solutions also provide the innovative technology and processes needed to enable store associates to support in-store sales, as well as quickly fulfill online orders, manage returns from any channel, and ensure that customers get the fast, seamless, on-time experience they expect – all while driving revenues and sustaining profits.

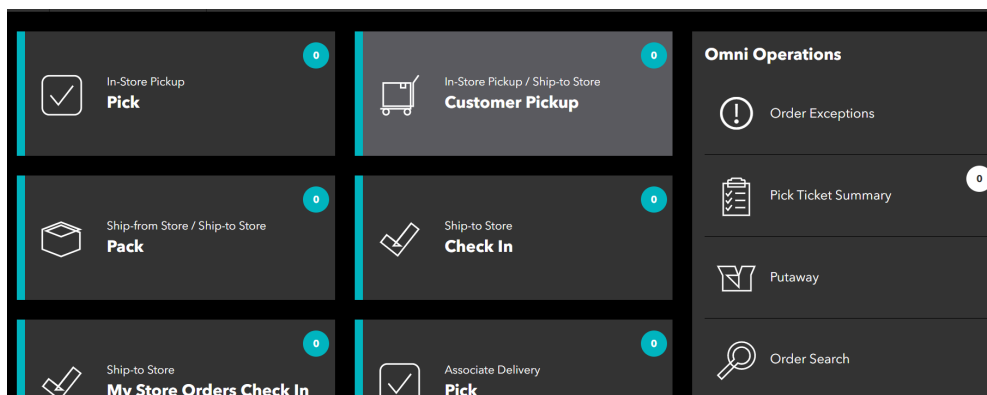
## Why Store Fulfillment Matters:

The percentage of Top 500 North American ecommerce retailers offering curbside pickup leapt from just **6.9%** in December 2019 to **43.7%** in August 2020.

**67%** of shoppers in the U.S. had made a BOPIS transaction in the previous six months.

According to GlobalData, when asked which behaviors consumers expect to do more often once things have returned to normal, **68.2%** of US adults said curbside pickup and 59.6% said in-store pickup.

*Future of Retail 2021: 10 Trends that Will Shape the Year Ahead*



## Frictionless Returns – for Fabulous Customer Relationships

Radial Store Fulfillment solutions also provide the support for Buy Online Return In-Store (BORIS). Returns are a necessary evil for any successful retailer. In fact, 20% to 30% of online purchases end up returned, according to several industry studies. And with the expansion of free shipping, retailers expect to see more returns in the future. Radial Buy Online Return In-Store enables store associates to process return refunds in the store, completing refund processing against the original payment method, enabling cross-channel returns, automatic inventory updates, rapid implementation, and quick on-boarding of store associates. This innovative software as a service (SaaS) delivers a convenient return management option, allowing your customers to return online purchases quickly and easily to their store of choice.

Successful retailers are implementing Radial Buy Online Return In-Store to achieve a range of goals:

- Satisfy customer preferences for returning merchandise to stores, whether they purchased the items in the store or online
- Provide a customer-friendly return policy, increasing online sales conversions
- Boost store traffic and the potential for incremental sales
- Deliver a hands-on customer experience to facilitate exchanges rather than returns

Radial Store Fulfillment solutions operate standalone or as part of the Radial Order Management solution. The store capabilities in the portfolio include:

- **Radial In-Store Pickup** – Allow customers to purchase products online and pick them up at their local store
- **Radial Ship-from-Store** – Pick, pack and ship online orders direct to customers from stores
- **Radial Ship-to-Store** – Ship to the customer's store of choice from warehouses or others stores
- **Radial Curbside Pickup** - Enable stores to offer the added convenience of curbside pickup by managing communication with the customer.
- **Radial Associate Delivery** – Equip store associates to perform same-day delivery to customers
- **Radial Buy Online, Return In-Store** – Enable customers to return online purchases to their local store

## Omnichannel as Only Radial Can Deliver

Radial is a pioneer in order orchestration and optimized inventory utilization and has incorporated our decades of expertise into our omnichannel solutions. Radial Omnichannel Suite is purpose-built for retail – not generic software borrowed from another industry. Our full-service offering covers everything you need for omnichannel success – including software, hosting, implementation, and ongoing support and management.

## Store Fulfillment Benefits

- Provide customers a seamless omnichannel buying experience
- Improve the efficiency of store associates
- Reduce stockouts
- Increase margins and reduce markdowns
- Improve Inventory utilization



## BORIS Benefits

- Increased store traffic and sales
- Reduction in online cart abandonment
- Cross-sell and upsell opportunities
- Avoided shipping costs incurred through prepaid shipping labels
- Greater customer loyalty