

HOW RETAILERS ARE SHIFTING TO CLICK AND COLLECT WITH CURBSIDE OPTION

Retailers are familiar with the concept of click and collect, but amid the current health crisis many have been forced to close their stores entirely to ensure the safety of their shoppers and employees. Those that remain open are exploring curbside pickup.

SITUATION

Consumer behavior towards digital has accelerated, especially in a segment of retail that traditionally hasn't seen it – grocery. According to Nielsen, just 4% of grocery sales in the United States came online in 2019.¹

Many shoppers are finding it difficult to secure a pickup time and product availability is still in question. Grocers need to ensure that the in-store environment is restocked for their in-store shoppers. Not only that, but grocery chains are hiring temporary workers

in an effort to meet demand. It begs to answer – are grocers equipped to handle the boom of click and collect?¹

Also experiencing a surge in demand are electronics retailers with more people working from home than ever before. Retailers that sell home appliances such as refrigerators and freezers are experiencing a surge as well.²

In addition to refrigerators and freezers, DIY retailers are seeing demand for cleaning supplies, electrical and plumbing repairs, and other harsh weather items.³

Switching to a curbside model allows for their shoppers to get the products they need while adhering to social distancing recommendations.⁴



Xenon XP 1952-g-bf scanner, CT40 mobile computer and RP4e mobile printer

1. <https://www.forbes.com/sites/jasongoldberg/2020/03/29/the-impact-of-covid-19-on-us-brands-and-retailers/#4ccd13171452>
2. <https://9to5mac.com/2020/03/22/best-buy-closing-stores-coronavirus>
3. <https://corporate.homedepot.com/newsroom/covid-19-update-how-home-depot-preparing-and-responding>
4. <https://www.businessinsider.com/banks-hardware-liquor-grocery-stores-spike-coronavirus-2020-3#liquor-stores-have-also-seen-increased-foot-traffic-as-customers-are-forced-to-stay-at-home-3>

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CT40 mobile computer with Honeywell Guided Voice application and SRX SL headset

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SOLUTION

Honeywell's lineup of retail solutions including mobile computers, mobile printers, and software allows for increased associate productivity, especially during times of high demand.

An associate is able to quickly locate and pick the order utilizing the Honeywell CT40 Mobile Computer, built on the Mobility Edge platform with integrated scanning technology. Honeywell's Guided Work – Retail application on the CT40 provides voice direction to guide in-store associates to fulfill click and collect orders efficiently and accurately. It also assists in the replenishment of in-store stock.

Fast and convenient service for click and collect at curbside is an emerging critical offering. By empowering associates with the CT40 paired with a payment terminal and RP4 mobile printer helps facilitate a mobile point of sale that's fast, reliable and easy to use.

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Honeywell Safety and Productivity Solutions

300 S Tryon St Suite 500
Charlotte, NC 28202
800-582-4263
www.honeywell.com

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