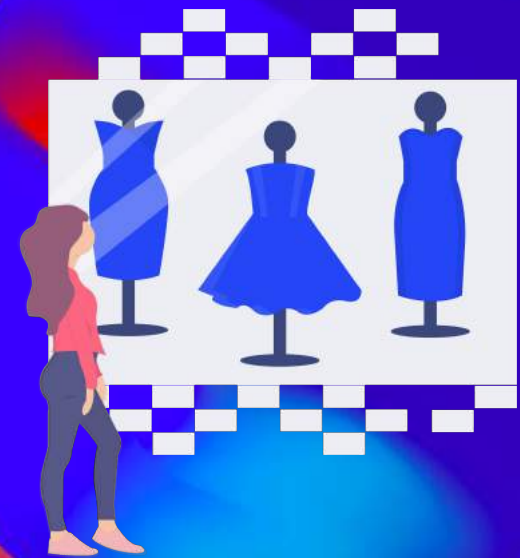




How to Ship from Store & Boost Revenue



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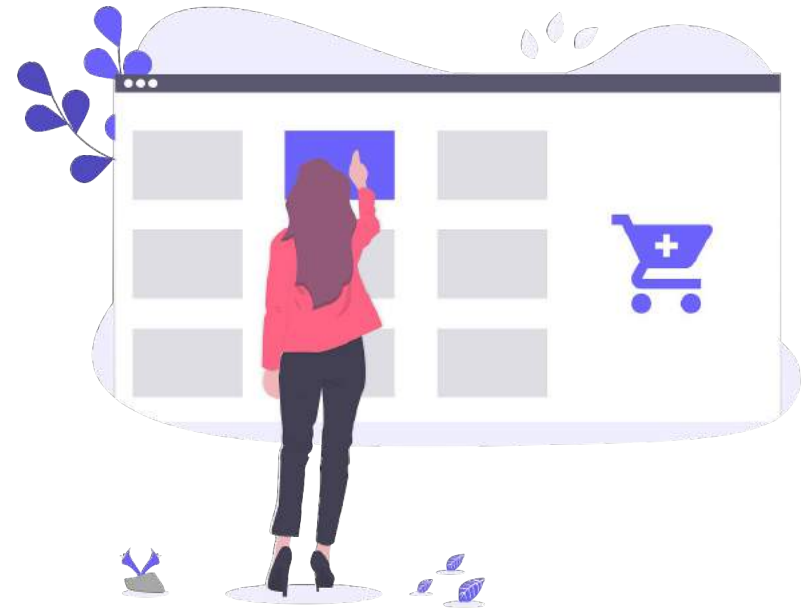


Introduction

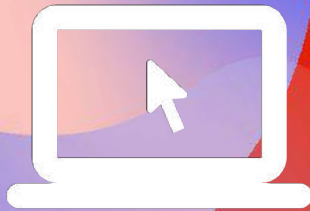
eCommerce platforms and developments in technology make it easy for modern retailers to hop in and out of sales channels without major investments in time or capital.

No one ever said choice was a bad thing. Choice is super, but in this case it comes with a risk.

In an era of fluid commerce, retailers risk becoming a serial 'channel-hopper'. Jumping from one channel to another in the hopes of finding that perfect channel is a sign that you're not sure how to tap into the benefits of different marketplaces.



ebay



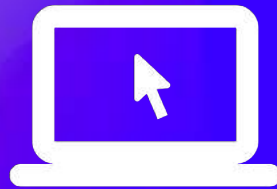
Although we all want to reach eCommerce nirvana, unfortunately there is no one perfect channel that can drive revenue growth and keep customers happy.

Trends and statistics show that disparate sales channels are only continuing to converge into one unified shopping journey, so what should retailers do?

By continuing to view digital and ecommerce as separate business units from physical stores, retailers are failing to leverage their assets to deliver better services and experiences to their consumers.

This eBook will take you through the new Online-to-Offline (O2O) commerce revolution, and why Ship-from-Store is one of the best ways to achieve ultimate unity between your online and offline sales channels.

What's the Difference Between Offline, Online & Omni-Channel



Offline

Also known as brick-and-mortar, offline retail often refers to a physical store location that serves customers in person. Offline stores have a lot of variation from the small boutique label that offers the latest in couture fashion, to the large department store you go to restock all your homeware and cosmetic supplies. Commercial transactions are done in person through a point-of-sale portal and the customer receives their items instantly.

Online

Online businesses aren't bound by the physical constraints of shopping centres and local stores. They exist purely online; commercial transactions are conducted electronically on the Internet; and the customer will often need to wait a period of time before receiving their purchase.

There are many different formats of online retail as eCommerce platforms, social media, or new online marketplaces like eBay make it increasingly easy for sole-traders to set-up-shop.

Omni-Channel

Defined as one seamless shipping, advertising, delivery and payment process, omni-channel is the ultimate unified buyer experience. It underpins the shift to 24/7 shopping and the need for businesses to meet the ever-changing expectations of the "I want it now" generation.

Omni-channel differs from multi-channel because it brings together disparate channels into one seamless shopping experience, regardless of where the purchase is made. Multi-channel retail offers customers more choice but doesn't focus on unifying the channels into one consistent experience.



Online-to-Offline Commerce

Shifting online traffic to purchase within your offline channel is new trend known as O2O commerce. It's a specific case that sits within omni-channel retail and multi-channel retail and is set to increase in popularity in the next few years.

With an estimated 81% of shoppers admitting to conducting online research before committing to their purchase, it makes a lot of sense from a revenue generation point of view to channel that traffic into your offline store.

O2O commerce bridges the gap between online and offline, allowing retailers to combine the best of both worlds in an effective and efficient way. Retailers that are experiencing standout success in O2O commerce are also able to transcend the duties of online and offline and are able to offer a new world of hyper-connectivity to customers.

Definition

Online-to-offline (O2O) commerce is a business strategy designed to bring online customers to brick and mortar locations as well as create a seamless digital experience before, during, and after.

Here's just a few eCommerce stats for 2018 in case you're wondering about why O2O commerce has experienced such exponential growth:

- By 2019, 90% of the world's population will have access to fast internet
- Instant and round-the-clock access to products will be the norm by 2026
- 54% of millennials purchase their items online
- Multi-channel shoppers spend 3 times more than single-channel shoppers

This eBook wasn't created to preach to you about why O2O will be one of the most widely used business strategies within the next few years, it was created to give you a practical, and easy way, to implement this business strategy into your own offline stores.

If you've never heard of shipping from store, the following chapters in this eBook will cover what it is, why it opens the door to omni-channel retailing, and three quick examples of retailers that have grown revenue and increased sales with Ship-from-Store.

What is Ship-from-Store?

Definition:

Ship from Store is a fulfilment process, by which retailers use stock from their store estate to fulfil orders. As a truly omnichannel process, the orders might have come from any sales channel, for example the website or another store. Fulfilling orders in this way turns the store into a mini distribution hub.

You can find just about any information about eCommerce, omni-channel retail, O2O etc online, but there isn't enough information about *how* to effectively integrate your sales channels into one seamless experience.

Many business owners don't realise that the sticking point for many of these different strategies is shipping.

Consider this: You want to offer your customers ultimate control and you have a brick-and-mortar store. You can open up to totally new markets and revenue streams by making your in-store inventory available to virtually limitless, online consumers.



In short, Ship-from-Store capability allows retailers to offer their customers the ability to:

- Pickup their online purchases in-store
- Receive online purchases within a tighter timeframe by shipping items from the closest location
- Purchase online items that may be out of stock in a physical location
- Return incorrect or damaged items purchased online to a physical location
- Choose from a wider variety of delivery options including same-day, standard, click-and-collect and even 3 hour delivery

Look at shipping from store as the fuel to your unified eCommerce fire, without it, you'll simply be offering products from different channels without the seamless purchasing journey.



The logo for CUE, consisting of the letters 'CUE' in a white, sans-serif font, centered within a solid black rectangular box. The background of the slide is a vibrant blue with several overlapping, semi-transparent circles in shades of blue, purple, and red, creating a dynamic, abstract pattern.

CUE®

**How Cue Used
Ship-from-Store
to Create Endless
Aisle**

Cue Clothing Co implemented a unified eCommerce strategy to offer customers an endless aisle of stock.

Cue is a leading women's fashion label that was founded in 1968, but in a few short years has managed to evolve into one of Australia's most digitally savvy retailers.

As a design-led business that runs along the lines of the scarcity principle, Cue's fashion items aren't mass produced. Not all store locations receive all items of stock, so Cue recognised there was an opportunity to tap into sales that were being lost by customers that couldn't access the items they wanted or the sizes they needed.



The Scarcity Principle:

Scarcity, in the area of social psychology, works much like scarcity in the area of economics. Simply put, humans place a higher value on an object that is scarce, and a lower value on those that are in abundance

Powered by shoppable screens, and a ship-from-store model, Cue's in-store endless aisle merchandising assortment can be fulfilled with same day delivery and 30 minute -click-and collect; satisfying the ever-growing need for immediacy of today's consumer.

So how did they do it?

Firstly, with the aid of Shippit - Australia's award-winning shipping engine - Cue turned their in-store POS printers in label printers.

Getting creative with the way they print their shipping labels not only saved the business thousands of dollars in printer and label costs, it was the driving force behind store-to-door delivery.

The second pillar of success was aligning in-store staff with the new endless aisle strategy. Cue staff were trained to print labels and pack orders ready in time for the courier pickup. Without team buy-in, the team at Cue stated that this initiative couldn't have gotten off the ground.

With a sound shipping solution in Shippit, a new way to print shipping labels and total cooperation from staff; Cue is now on track to increase annual sales by over 5% with its Ship-from-Store solution, extending its bricks-and-mortar offerings into a seamless experience for in-store customers.



Superpharmacy




How Superpharmacy Tapped into New Markets with Ship-from-Store

Superpharmacy is one of Australia's largest online healthcare providers that's changed the way consumers buy health products. With five successful brick-and-mortar stores nationwide, Superpharmacy saw the opportunity to open up new revenue streams by selling their products online.

Most customers who purchase in-store health products are looking for quick alleviation of their symptoms. To meet this need, and compete effectively with other healthcare retailers, Superpharmacy had to offer fast shipping.



A decorative graphic on the left side of the page features several white pharmacy icons (houses with a cross) arranged in a circular pattern. The background is a gradient of blue and purple. One icon is highlighted with a white border and a slight shadow.

As well as long shipping times, the online pharmacy also had bottlenecks in their fulfilment processes. They found that manually typing in addresses into different courier portals and printing different sized shipping labels was making them crawl rather than sprint in the online space.

Using Shippit's platform to power their Ship-from-Store strategy totally eliminated the inefficiencies they were experiencing and allowed them to optimise, scale and roll-out their shipping across all stores.

Superpharmacy's Ship-from-Store capability enabled them to fulfil the order from the store the customer was closest to, cutting delivery times and shipping costs. Each store location has its own reporting dashboard, and staff are able to book orders and print labels without any fuss from one printer.

Not only did they eliminate time wasted involved with inefficient reporting, Superpharmacy can now forecast more accurately and determine how each location is performing. Being able to reduce their fulfilment time from 3-5 minutes per order to 30 seconds has meant that Superpharmacy has been able to keep expanding their Ship-from-Store initiative and revolutionise the way customers shop for their pharmaceutical and health items.

The image features a solid blue background with a large, abstract graphic of overlapping circles in shades of blue, purple, and red. In the upper center, the text "Accent Group" is displayed in a bold, black, sans-serif font, with "Accent" on the top line and "Group" on the line below it.

**Accent
Group**

**How Accent Group
Turned their Stores into
Mini Distribution Centres**

Our final case study explores how the Accent Group created a single, streamlined technology stack in their transition from multi-channel to omni-channel. With brands like The Athlete's Foot, Platypus, Sketchers and Cat under their belt, this was a critical component to their growth.

Rather than purchase multiple best of breed eCommerce solutions, it was really important for Accent Group to have their customers orders progress through one streamlined process to slash fulfilment and delivery times.

By using their stores as distribution centres, Accent Group is able to offer same day shipping to 70–80 percent of the Australian population. To offer same-day delivery to such a large group of customers, the leading footwear chain utilises a range of couriers that are able to deliver to metropolitan and capital cities.



Digital sales increased 170% in the first 6 months of implementing Ship-from-Store



Shipping from store has enabled the Accent Group to provide a unified retail experience by converging the capabilities of their digital and eCommerce channels, to all customers no matter which channel they've purchased from. The iconic footwear brand now sees their digital arm as an extension of their network of stores. And for good reason; digital sales increased 170 per cent in the first 6 months of implementing their Ship-from-Store strategy.

As the intersection of the digital and physical customer shopping journey, **the Accent Group have turned 350 of their 445 stores into a network of mini distribution centres.** To get this project off the ground, Accent Group first had to secure real-time inventory updates through Fluent Commerce. Achieving this not only allowed Ship-from-Store capability, but it opened up their whole inventory pool to online consumers; not just the stock available in the warehouse.

Having unlocked ship-from-store capabilities means that the Accent Group can begin to offer an endless aisle strategy. This will allow in-store associates to ship out-of-stock items directly to the customer, from another store next day free of charge to secure the sale.

Recap

Online-to-Offline (O2O) commerce is catalysing change within many single-channel businesses.

Retailers with physical locations have the ability to tap into new markets and revenue streams by shipping from store.

Ship-from-Store offers customers more choice and flexibility with how they receive their items, including:

- Pickup their online purchases in-store
- Receive online purchases within a tighter timeframe by shipping items from the closest location
- Purchase online items that may be out of stock in a physical location
- Return incorrect or damaged items purchased online in a physical location

Australia's largest retailers, including Cue Clothing Co, Superpharmacy and Accent Group have all initiated a Ship-from-Store strategy in unique ways to remain competitive.



With the ability to Ship-from-Store, you can easily grow revenue and increase sales for your physical stores, but most importantly, stay relevant in the shifting tides of eCommerce.

Do you want to see how you can ship from your stores?

Get in touch and our friendly team of shipping solution experts will talk you through the best way to offer a better shopping journey for your customers.

GET IN TOUCH

