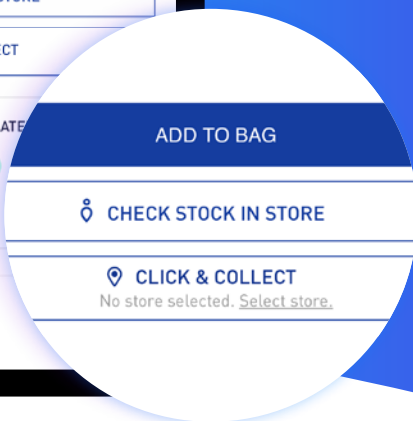
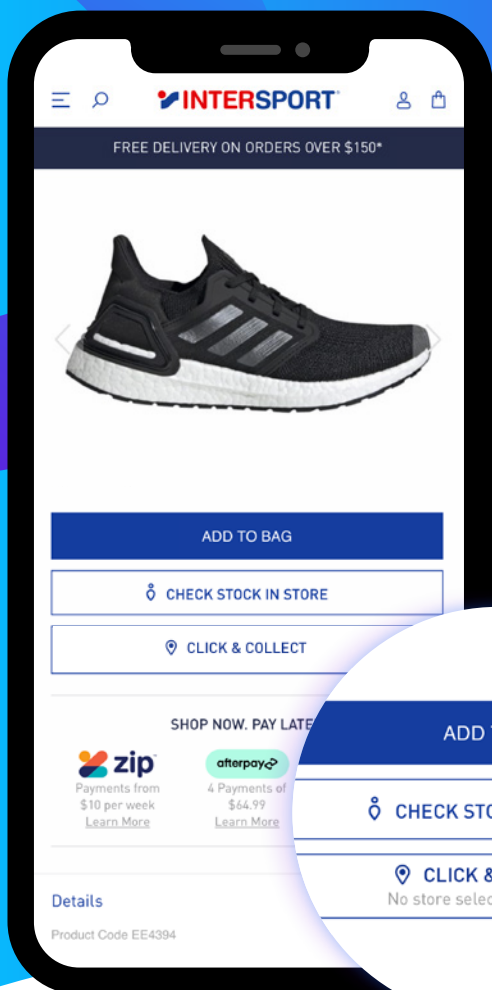


## Click & Collect / BOPIS for Franchises

### 📌 Highlights

- Conversion rates improved by 50–60%
- Over 20% of all orders now Click & Collect (and growing)
- Despite COVID-19 restrictions, thanks to C&C implementation “April was our biggest month”.
- Flexible rules for bulky items to ensure smooth delivery + management of customer expectations
- Increased engagement in member-owned franchise stores
- Increased website traffic growth
- Great value for money solution



### 👁 Overview

INTERSPORT is an international sporting goods retailer based in Switzerland. Together with its purchasing division, Intersport International Corporation, it's the world's largest multi-brand sports retailer with over 5,800 stores across 65 countries. INTERSPORT Australia shares in the brand's commitment to grassroots sports, supporting local communities across Metropolitan, Regional and Rural locations with over 70 franchisee-owned stores.

The company's successful implementation of stockinstore's Find in Store solution in 2018 vastly improved their stock accuracy nation-wide and bolstered INTERSPORT member confidence in onboarding further technology solutions.

By February 2020, Sven Karlsson, General Manager of INTERSPORT Australia, was ready to move to phase two of their eCommerce + store network strategy to begin work on a Click & Collect solution.



## The Challenge

INTERSPORT Australia's solution needed to allow their customers to be able to shop online for all items across their network, and in turn pick up the order from their preferred location. Competing against the likes of The Athlete's Foot and Rebel Sport, Karlsson knew this aspect of the C&C offering was essential. "Our solution had to be everything available (with just a few bulky exceptions) to really maximize the opportunity for us, and stockinstore made it happen".

On-boarding Click & Collect posed significant challenges for INTERSPORT Australia including creating and managing further connectivity with their 70+ mostly regional stores. It meant working with all stock being held in stores and no warehousing

facility, a fragmented POS system and dealing with potential pushback from some members. "One of the challenges that we had was to actually get INTERSPORT members to want to email out to their customers and say, buy it online and use C&C" commented Andrew Maver, CEO, stockinstore.

New policies and procedures around Click & Collect resulted in changes for the franchise members. "Despite dealing with customers every day, Click & Collect actually meant dealing with customers in a more digital and technical environment" Karlsson said, "but as eCommerce fulfilment was already live with our members, we were confident they could do it!"

## Approach

"INTERSPORT Australia had been doing ship-from-store direct to home before implementing Click & Collect so they had a lot of the infrastructure and business rules already in place. What we did was change the [system's] rule set to say, 'Allow a customer to pick it up.' So the stores that were all part of that network had a really good feel for it already, and we had some existing integration in place with their ERP system [due to already having onboarded our Find in Store solution] to facilitate that," shared Maver.

Because ease of use was paramount, stockinstore created a streamlined solution that allowed the stores to focus on picking the order, letting the customer know that it's ready for collection and following up

the customer if they needed to. "The point of sale, the entry of the order and stock management is effectively managed by us, and our solution. The store has to either accept or reject the order, and then after that, we take care of everything else – other than actually fulfilling the order," adds stockinstore's CEO.

In terms of the configuration, INTERSPORT's C&C solution also enables stores to be switched 'on and off' as a fulfilment store when needed. Currently, over half the members are on board with more expected as C&C sales continue to soar.

"Another functionality introduced was one to motivate stores to advertise their Click & Collect service. Meaning, if a local store sends out an email / social media post advertising a specific item they're now 100% guaranteed any part of that order. Rather than previously, the order would be entirely fulfilled by the store which had every item ordered in stock. From a member point of view this is another major benefit to the C&C integration," adds INTERSPORT's General Manager.

A week after INTERSPORT's Click & Collect solution went live, Australia went into lockdown due to the COVID-19. Luckily, stores were swiftly able to pivot to a new style of delivery, closing their doors and converting to Contactless Click & Collect. It could have been the perfect storm, however, April proved to be their best month for online sales. Customers scrambled to buy fitness equipment online, safely picking up their order via their new Contactless C&C service as local gyms and sporting groups closed up shop.



## The Result

- “All our challenges are really in the past now because new members have come on board and it’s a pull strategy now. They want to join. If you’ve got stockinstore, you can sell in-store and online. We’re there now. It’s the future,” says INTERSPORT’s GM.
- “Overnight COVID came, and our orders sky-rocketed. All of our conversion rates improved by 50-60%, and over 20% of all orders are now C&C orders.” INTERSPORT is confident numbers will continue to rise as more stores come on board.
- INTERSPORT has also seen significant growth in its website traffic and even resale price has gone up. “The best part about the system though, is how user-friendly it is for our members. The order management system, the way it communicates to our members, it’s just really easy!,” enthused Karlsson.

## The Next Step

The next phase for INTERSPORT Australia is on-boarding more members as their strategy continues to increase the network of fulfillment stores.

Karlsson is confident about the outlook for INTERSPORT Australia and its members. “More than half of our members are now converted. We’re in this together and our focus is to grow it! All members are aware the world is changing quickly and a digital relationship with our customer that links back to our stores is critical!” he observed.

“It’s obviously the future and we’re ready to grow!”

**Sven Karlsson**  
General Manager, INTERSPORT Australia

Online conversion rates improved by 50-60%

Over 20% of orders now Click & Collect



## About stockinstore

Created in 2016, stockinstore is transforming how retailers use their stores. Developed for retailers, franchises, wholesalers and manufacturers; stockinstore creates an exceptional shopping experience for customers while providing highly valuable insights into customer demand for products across store networks.

### Awards



WINNER Best in Store Tech Solution NORA 2019



WINNER Business of Tomorrow WESTPAC 2018



FINALIST Best in Store Initiative ORIAS 2018

## Solution Suite



CLICK & COLLECT / BOPIS



FIND IN STORE



WHERE TO BUY



MY NEAREST STORE EDM WIDGET



GOOGLE LOCAL INVENTORY ADS



STORE LOCATOR



SPECIAL TRADING HOURS



CUSTOMER DEMAND REPORTING

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