

Click & Collect / BOPIS for Franchises

🏆 Highlights

- Up & running in 10 days
- 40% of all online sales now Click & Collect orders
- “Christmas numbers” achieved in first three months
- Moved seamlessly to 1-hour C&C, smashing the competition on service & speed



👁️ Overview

Toy-retailing franchise Toyworld NZ is New Zealand’s largest and best-known specialist toy retailer. Franco Godinich, CEO of Toyworld and the Australian Associated Retailers Limited group, knew the market was ready for a Click & Collect (C&C) service, but with a scheduled move to a new platform (Shopify), the toy-retailing powerhouse saw the new service as a long-term objective.

It was never a matter of if, but when. The potential was there, but the complexity of its multiple POS systems and integrations, meant that Godinich, had never considered implementing the service before the move to Shopify was complete.

However, Covid-19 and the tough retailer restrictions imposed by the New Zealand government saw the member-owned franchises suddenly close their doors for six weeks from March 24, sparking emergency communications with stockinstore to accelerate the rollout of a Click & Collect service.

🔍 The Challenge

In April, Godinich reached out to Andrew Maver, CEO and Co-Founder of stockinstore, to begin discussions on an accelerated Click & Collect service for the complex member business. They needed a solution that was affordable, quick to on-board and flexible enough to allow for a possible transfer to Shopify when the brand migrated to the new platform.

Godinich had expected that “anywhere from 35–45% of all online sales (would) be Click & Collect” and the solution needed to support that.

The new service would also need to aid franchisees by giving them the opportunity to attract more local shoppers and grow their customer base. Reducing risk and assisting in flattening the curve by offering contactless Click & Collect was of paramount importance, allowing traders and their customers to continue to do business safely.

Approach

Rather than attempting a full implementation of C&C, a bespoke, partial integration was agreed which would offer the same effective C&C service in a fraction of the time and at a greatly reduced cost.

Godinich met with the 25 New Zealand members in early April flagging the need for an immediate implementation of a C&C service and immediately convinced the team to sign off, in part due to the trust built on Toyworld NZ's successful implementation of stockinstore's Find In Store solution in 2019.

stockinstore's development team, supported by Toyworld's web agency, worked closely to uncover and resolve the intricacies of this project. Utilising the BI tool RPM used to support their Find In Store solution, stockinstore was able to use the same data feed capability to enable Click & Collect with tremendous results.

Two weeks from signing up to stockinstore's Click and Collect service Toyworld NZ went live and orders immediately started rolling in.

The Result

- Toyworld NZ has exceeded sales expectations in the first three months of rolling out their C&C service and shows no signs of slowing as customer behaviour continues to change in response to the threat of the coronavirus.
- "I think, even though we're at zero, [new cases at time of interview] I think it's going to change behaviours and we've seen that through our sales numbers. Certainly, online sales have accelerated," says Godinich.
- More recently the toy retailer has moved to 1-hour C&C exceeding customer expectations by beating the big brands on service and speed. While many major brands are seen to be struggling with delays and order fulfilment issues, Godinich is confident Toyworld NZ's C&C service could even move to 15mins if they required it.
- Godinich's hope for the brand's online sales has also "lived up to expectations" with the franchise reporting up to 40% of online sales being Click & Collect orders.

stockinstore's click & collect solution has not only been flexible and quick to implement, it's also been affordable and had immediate results without jeopardizing any other functionality in the site.

Franco Godinich
CEO Toyworld NZ

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



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IN STORE



WHERE
TO BUY



MY NEAREST
STORE EDM
WIDGET



GOOGLE
LOCAL
INVENTORY
ADS



STORE
LOCATOR



SPECIAL
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HOURS



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