



Specialty Baby Merchandise Retailer Eases the Furniture Delivery Process with PICKUP

With PICKUP's same day and scheduled delivery, the retailer increased its customer satisfaction score by 30% while creating a trustworthy and seamless last mile delivery experience of its big and heavy items for expecting parents.



CASE STUDY

At a Glance

► Challenge

In the summer of 2019, a specialty baby merchandise retailer with 135 stores across the United States and Canada sought to eliminate the stress of existing and soon-to-be parents through an improved last mile delivery experience.

► Solution

The retailer selected PICKUP to launch a pilot of its Fusion Theory solution that allowed store associates to help customers schedule delivery from the store to the customer's house in a more seamless manner.

► Benefits

After a successful pilot in several of the retailer's markets, PICKUP demonstrated its ability to consistently deliver a better experience as measured through the retailer's net promoter score (NPS) and customer feedback. The retailer witnessed a NPS increase of 30%, going from 40 before the start of the pilot to 70.

A special delivery for a special in-store customer

When it comes to parenthood, the simple feat of crossing an item off the “to do” list can bring an added sense of ease to a parent’s busy day. This same feeling is amplified for expecting parents. As they prepare for the newest member of their family to arrive by decorating the nursery, the last thing they want to do is wonder about the status of their furniture delivery.

In the summer of 2019, a specialty baby merchandise retailer sought to eliminate existing and soon-to-be parents’ stress through an improved last mile delivery experience. While it already had national delivery capabilities in place, the retailer’s delivery offering for big and heavy items did not provide customers with the same experience they received in the store, ultimately affecting brand loyalty.

The retailer realized that its typical customer visits a physical store several times to browse furniture options before making their final selection. During these visits, store associates build a strong connection with the customer, proactively guiding them throughout the shopping journey all the way to the point of purchase.

However, once the furniture orders were placed, the retailer saw that the delivery experience was not meeting the same customer experience standards established in the store. The company needed a better way to provide its customers with a more proactive and trusted delivery experience, and ideally, give customers more control over their furniture delivery process. Leaving them with the same positive experience from start to finish.

Fusion Theory Delivery Solution

After vetting several partners, the retailer selected PICKUP to launch a pilot of its Fusion Theory program. Through this pilot, the retailer set up the last-mile delivery process via PICKUP’s branded and integrated in-store partner portal. From the portal, store associates can help customers schedule the delivery from the store to the customer’s home upon purchase.

With Fusion Theory, the retailer gained access to PICKUP’s weekly reporting dashboard to actively monitor NPS, delivery volume, customer satisfaction and store feedback. This program also gives retailer access to PICKUP’s:

- Customer experience support in which the retailer and its customers get text and email updates every step of the way and can contact PICKUP should they need further support
- One flat delivery rate that the retailer can extend to its customers, providing a consistent delivery experience
- Local, same day and scheduled delivery capabilities

Fully vetted fleet of PICKUP Good Guys are [delivery professionals](#) specialize in the delivery of big and heavy goods. The PICKUP Good Guys’ proven professionalism, communication and appearance were key features that resonated with the retailer in terms of extending its curated in-store customer delivery experience to the last-mile.

Improving the customer experience through last-mile delivery

With Fusion Theory in place, the retailer has taken its last mile delivery experience to the next level.

Prior to working with PICKUP, a customer would receive a call from the store letting them know that their product had arrived and that it would be going out the next day for delivery. However, customers didn't have a choice when it came to delivery times.

Now, through the Fusion Theory solution, once a product arrives at the store, store associates can easily notify the customer and ask when they would like the product delivered to their home. Once the delivery is set up via the in-store portal, the customer receives automated notifications from the retailer. Customers now have full visibility and real-time updates throughout the delivery process, providing them peace of mind via proactive communication. They know exactly when their product will arrive, and which PICKUP Good Guy will be delivering the furniture.

PICKUP Good Guys to the rescue

Before a product is delivered to the customer, PICKUP Good Guys conduct a final inspection of the product at the store, ensuring all furniture items are correct and ready for delivery.

Once at the customer's house, PICKUP Good Guys deliver the furniture, taking the "heavy work" out of putting the items in a nursery. This is a valuable service since the majority of the retailer's customers are unable to physically pick up or move around a dresser.

In addition to making the delivery experience more convenient, trustworthy and proactive for the customer, the retailer also saw an improvement in its inventory movement. Most of the retailer's stores have a small storage room that can quickly get crowded if it has a large amount of furniture waiting to be delivered. By working with PICKUP, the retailer can free up space by increasing the number of daily deliveries out to customers. As well, PICKUP Good Guys have been able to support the retailer's distribution centers by servicing deliveries from distribution centers to the customer's home.

A proven improvement on the last mile delivery experience

After a successful pilot in several of the retailer's markets, PICKUP demonstrated its ability to consistently deliver a better experience as measured through the retailer's net promoter score (NPS) and customer feedback. The retailer witnessed an NPS score increase of 30%, going from 40 before the start of the pilot to 70. The improved customer experience incentivized the retailer to expand PICKUP's capabilities throughout its markets, offering PICKUP's services from 70% of its stores in the summer of 2019 to 90% in November 2019.



With Fusion Theory, the specialty retailer witnessed an NPS score increase of

30%.

As the retailer continues to grow and expand its store fleet, PICKUP will continue to partner with the retailer to extend its last-mile service capabilities. As a result, the retailer will be able to uplevel the customer experience and connect in-store and e-commerce with additional offerings such as PICKUP's API integrated solution, Fusion Formula.

*"We are thrilled for the opportunity to continue partnering with this retailer to extend its in-store customer experience all the way to their customers' front doors," said **Brenda Stoner, CEO and***

Chief Good Guy, PICKUP. *"With PICKUP, they can now offer a curated, convenient and trusted delivery service for expecting parents or those with young children. For those parents, a smooth delivery of big, heavy and high-value pieces should be a wonderful experience, and we are proud to be a part of that process. What's more, it's exciting to see how we can drive our partner's last mile delivery needs through PICKUP's Fusion Theory program, especially as it expands its stores throughout the country."*