

WHY HOME DELIVERY BEATS BUY ONLINE, PICK UP IN-STORE (BOPIS)



Retailers can acquire customers and build brand loyalty through **faster, reliable home delivery**

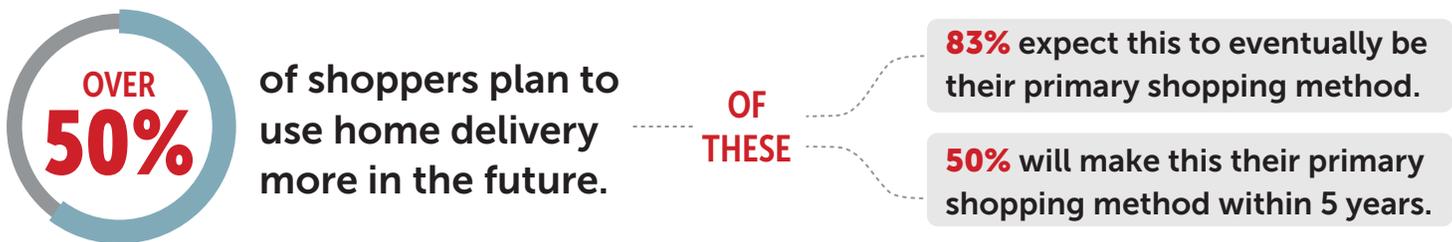
BOPIS FAILS TO MEET CONSUMER EXPECTATIONS

89% of shoppers prefer home delivery, but they're forced to use BOPIS when free and fast options aren't available.

 **64%** used BOPIS to avoid shipping fees

 **52%** shopped in-store due to slow delivery

HOME DELIVERY IS THE FUTURE, AS MORE CONSUMERS PREFER IT AND ARE CHOOSING RETAILERS ACCORDINGLY



BOPIS DOESN'T FULLY OFFSET COST AND CAPACITY ISSUES—AND IT PRESENTS RETAILERS WITH A NEW SET OF CONCERNS



Contact us to learn how to build your supply chain to meet consumer expectations.

