



KICKING BOPIS TO THE CURB

Delivering an exceptional curbside service with speed and agility

A profitable Curbside service is all about execution and having the agility to handle the rapidly changing customer shopping behaviors and expectations.

Curbside solutions for most retailers were rushed to market during the pandemic to immediately meet customer demand and were done so with little to no regard to cost, long-term sustainability, or the variability in customer expectations -- leaving retailers today with a growing service offering that is eroding margins and providing a less than desirable customer experience. Missed customer arrival notifications, growing requests for curbside returns, and the inability to support last minute add-on purchases are just a few examples of some of the pain points that drive many retailers to throw labor at the Curbside challenge and contribute to a big profitability problem. Making these challenges even tougher is that demand continues to grow for Curbside with retailers stating they're seeing 10-20 x the increase in Curbside sales compared to pre-Covid, and predictions for grocery Curbside services are estimated at yielding a market size of \$250bn by 2025¹. To meet the growing demand of Curbside and evolving customer expectations, retailers have to reimagine Curbside to drive operational excellence, differentiate their customer experience, and stem the losses associated with an inefficient Curbside service.

Manage variability with speed and agility

Theatro streamlines Curbside processes through connecting employees with each other whether they are inside or outside the store and enables your frontline teams to manage the customer variability with speed and efficiency by coordinating efforts. Connecting your order management system with Theatro's platform allows employees to get in-ear notifications for new orders and customer arrivals and deliver on service expectations. Theatro's software-as-a-service (SaaS) platform brings together the advantages of a voice-controlled mobile computer and new workforce-optimized apps — allow retailers the flexibility and agility needed to manage change, refine processes, and innovate easily and with consistency.

A profitable Curbside service is all about execution and having the agility to handle the rapidly changing customer shopping behaviors and expectations. Theatro has helped multiple retailers implement streamlined Curbside solutions that has enabled them to realize the following benefits:

- **Reduced Customer Pickup Wait Times** to increase repeat business & NPS scores
- **Improve labor efficiency** when managers can quickly realign team to meet demand
- **Improve exception handling** by connecting team members at the curb with team members in the store

With retailer teams running lean and customer's demand for contactless services growing, Theatro's ability to help retailers implement an efficient and profitable Curbside solution changes the game and allows retailers to come out on top.

How it Works



①

In the retailer's mobile app, or in the e-mail confirmation, the customer simply confirms that they have arrived and enters the parking spot number.



②

The employee in the store is alerted that the customer has arrived and receives the critical information needed to collect and deliver the customers order FAST



③

The employee delivers the order and thanks the customer for their purchase. A simple voice command closes the order and sends a survey to the customers mobile app. Curbside employees in the store receive recognition for 5-star service.

Traditionally walkie talkies have been the "go to" technology for retail teams but in today's fast paced and ever evolving environment their capabilities are falling short with crowded radio channels and lost communication, not to mention they lack the ability to connect store teams with the enterprise and critical back office systems. Handheld devices fill in some of the technological gaps not addressed by walkie talkies but continue to be cost prohibitive for every employee to have a device, resulting in a disjointed and disconnected team that can't pivot or handle the variability in customer demands.

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Complacency is never rewarded in retail and especially not with today's tight margins and fierce competition. Retailers must implement a Curbside solution that allows for labor productivity and agility with the evolving market and customer expectations. Check out <https://resources.theatro.com/curbside> to learn more about how Theatro can help you close the labor gap and create agility in your Curbside process to achieve profitability and a world class Curbside service.

¹Source: eGrocery's New Reality: The Pandemic's Lasting Impact on U.S. Grocery Shopping Behavior.

About Theatro

Theatro's heads up & hands-free solution enables enterprises to unlock the value of their frontline teams by connecting them to the people and information they need to do their jobs ... all done through the power of voice! Theatro's solution enables employees in gaming, hospitality, retail, and manufacturing to provide outstanding customer experiences while driving employee productivity and operational profitability.

For more information, visit <https://resources.theatro.com/curbside>