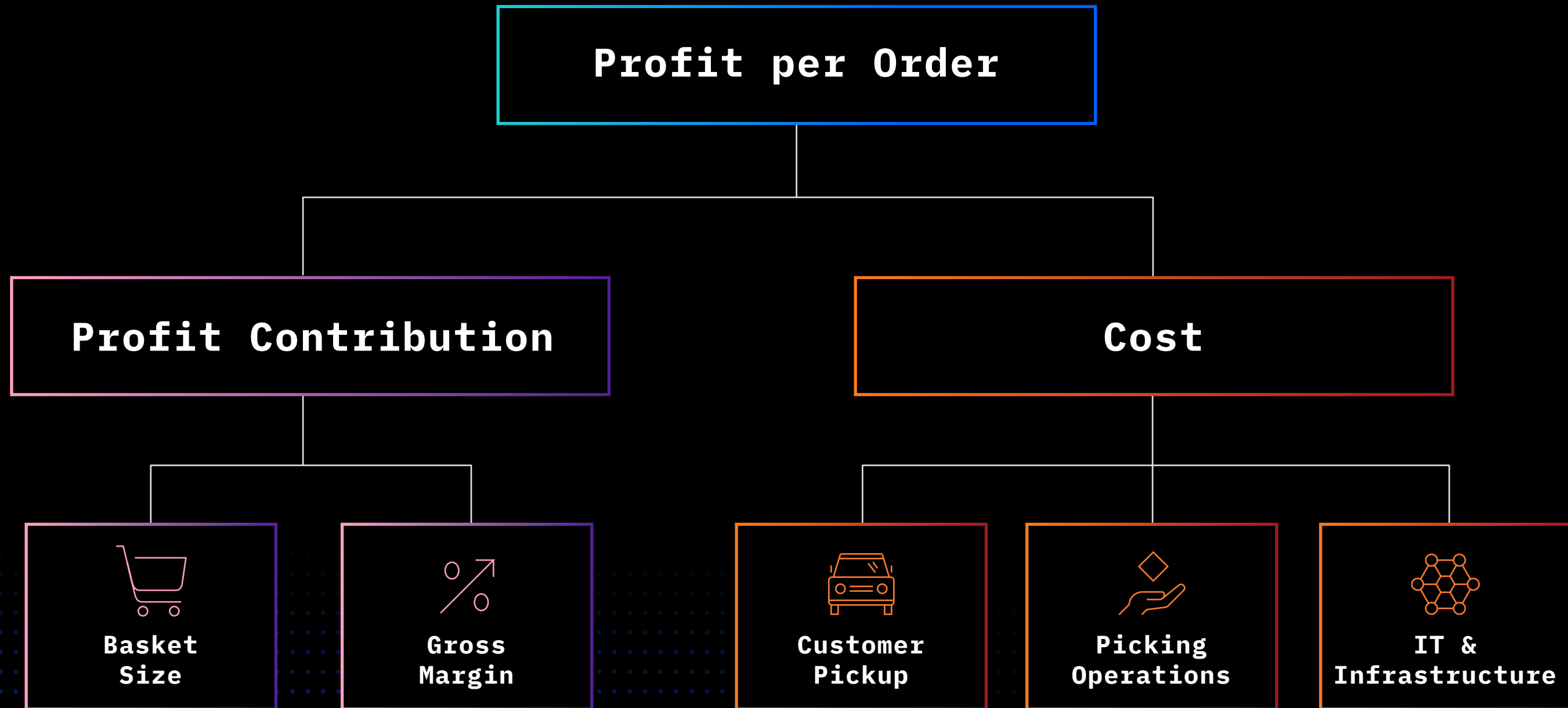
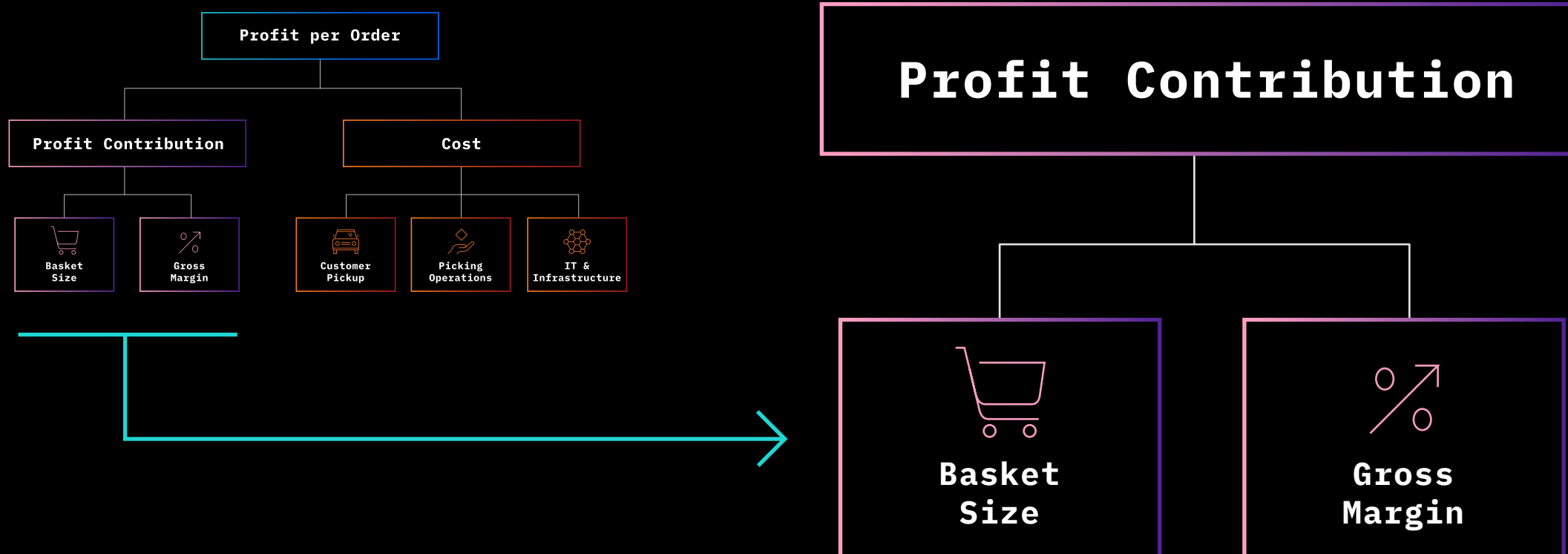


# Driving profitability and customer satisfaction for BOPIS



# Are you using data to the fullest extent to drive basket size and margin?



→ Cross-sell & up-sell to drive ring

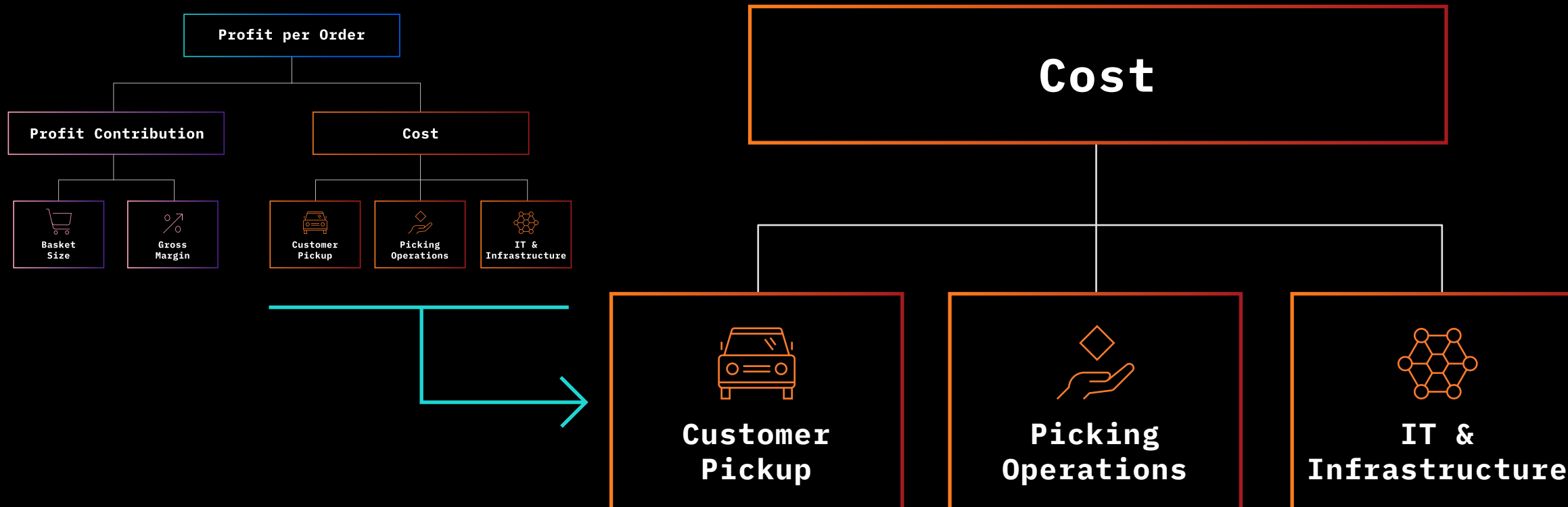
→ Make more from substitutions

→ Optimize product mix for profitability

→ Demand sensing to eliminate out of stocks

→ Entice incremental sales at pickup

# Where can you create efficiencies to drive profitability?



→ Integrate inventory and order management systems to reduce substitutions

→ Automate order pickup

→ Improve picking productivity

→ Train & incentivize store staff

→ Demand sensing to optimize staffing

# Takeaway questions for your team

- ◇ What changes do you think will have the most immediate impact? Where might you first like to experiment?
- ◇ Are there any barriers to changing BOPIS within your business, whether cultural or logistical? How could these be resolved?
- ◇ What are the first questions you'd ask upon partnering with a company like IBM for optimizing BOPIS?

**Ready to talk?**

**Schedule a free consultation with IBM now.**

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