

TRANSFORMING CLICK & COLLECT INTO A SELF-SERVICE RETAIL EXPERIENCE

A leading multi-site footwear retailer partnered with **Vpod** to modernise click & collect through a digitally managed smart locker solution.



EXECUTIVE SUMMARY

The retailer operated a growing click & collect service across multiple locations. Traditional processes relied on manual parcel storage, staff intervention and customer queues—creating unnecessary operational effort while limiting the customer experience and reducing retail space.

Vpod deployed a smart locker solution that automated collections and returns, reduced workload and improved customer convenience while generating valuable operational data across the estate. The model is now being standardised and rolled out to more stores.



51

locker doors
installed across
multiple locations.



5,500

click and collect
orders handled
per year.



78%

reduction in staff
time spent on
order pick-ups.



9

retail locations
and growing.



FIRST SITE IMPACT

Results delivered after deployment at the first site.

-72%

reduction in staff
time on collections

-60%

reduction in
collection queues

+35%

increase in collection
capacity

+92%

customer satisfaction
with collection
experience

Impact measured over the first 8 weeks post deployment.

STRATEGIC BENEFITS ACROSS THE ESTATE



BETTER FOR STAFF

Less time on manual
parcel handling,
more time for
customers.



BETTER USE OF SPACE

Parcel storage moved
off the shop floor,
maximising retail
space for selling.



SMARTER RETAIL

Usage data informs
stock, marketing and
sales strategies.



DATA-DRIVEN DECISIONS

Actionable insights
across stores to
optimise operations.



SCALABLE SOLUTION

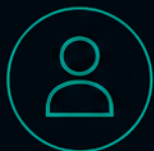
A proven model
ready to roll out
across more stores
and regions.



A **scalable, technology-driven** solution that enhances the customer experience, empowers staff and delivers **measurable retail impact**.



TRADITIONAL CLICK & COLLECT WAS LIMITING STORE PERFORMANCE



Click & collect was **creating friction, not enhancing the experience.**

Operational strain. Lost time. Wasted space.

As online orders increased, existing collection processes became increasingly difficult to manage.

The retailer identified several operational constraints:



Long customer queues for collections and returns

Customers waited in line, reducing the quality of the in-store experience.



Significant staff time spent locating orders

Store teams spent valuable time searching for parcels instead of serving customers.



Valuable retail space occupied by parcel storage

Back-of-house storage took up space that could have been used to display and sell more products.



Manual processes with little operational visibility

Little real-time visibility into parcel volumes, status or peak periods.



Limited customer insight from the collection journey

Traditional methods provided minimal data to understand customer behaviour or preferences.



Collection experience inconsistent with the premium brand

The process did not reflect the retailer's modern, immersive in-store brand experience.



Rather than enhancing the shopping experience, click & collect was consuming **operational resources** that could have been **focused on customer engagement.**



CREATE A MODERN DIGITAL COLLECTION EXPERIENCE

The retailer wanted click & collect to become part of its premium store experience rather than a back-of-house process.

OBJECTIVES INCLUDED:



Reduce collection queues

Minimise waiting times and create a smoother in-store experience.



Automate parcel assignment

Digitally allocate orders to lockers and notify customers automatically.



Improve customer convenience

Give customers 24/7 self-service access that fits around their schedule.



Release staff for higher-value activities

Reduce manual handling and free teams to focus on customer engagement.



Increase use of valuable retail floor space

Replace back-of-house storage with integrated locker walls and free up selling space.



Capture operational data

Gain insights from collection activity to support merchandising, marketing and sales decisions.



WHAT THIS ACHIEVES



BETTER CUSTOMER EXPERIENCE

Fast, convenient collections and returns.



OPERATIONAL EFFICIENCY

Automated processes reduce labour and eliminate queues.



OPTIMISED SPACE

More selling space and less back-of-house clutter.



EMPOWERED TEAMS

Staff spend more time on high-value customer interactions.



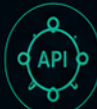
DATA-DRIVEN DECISIONS

Actionable insights on behaviour, demand and performance.



SCALABLE FUTURE

A repeatable model that can grow across stores and regions.



SEAMLESS INTEGRATION WITH EXISTING SYSTEMS

The solution integrates seamlessly with existing retail systems using API connectivity to enable real-time order flow, automatic locker assignment and customer notifications.



RETAIL SYSTEMS



SMART LOCKERS

Multi-Site Retail Deployment

Before and After Operational Impact



Before



Customers report to a collection point.



Staff locate and manually hand over orders.



Collection demand creates queues at peak times.



Store colleagues are interrupted by routine handovers.



Collection performance is difficult to compare between sites.



Customer access is limited by staffing and collection-desk availability.

After



Orders are deposited into secure lockers.



Customers receive a digital collection credential.



Customers retrieve purchases independently.



Routine staff handovers are reduced.



Every deposit and collection can be recorded.



Performance can be reviewed by store, door and transaction.



The model can be standardised across 9 sites and 438 doors.



9 Sites

| 438 Doors



Multi-Site Footwear Retailer Locker Deployment

Omnichannel Click n Collect Lockers



CLICK.
COLLECT.
CONVENIENCE.



9
locations



438
lockers

A nationwide network built
for seamless click & collect



Smart lockers

Secure, 24/7
self-service access



Click & collect

Buy online,
collect when
it suits you



Multi-site deployment

Convenient locations
across the UK

9 UK retail destinations

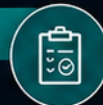


438 smart lockers across **9** key retail destinations,
empowering faster, flexible and more convenient collections.



Location		Lockers
1	Bradford	48
2	Bromborough	48
3	Leeds Trinity	50
4	Trafford Centre	58
5	Bury	51
6	Cheshunt	51
7	Oxford Street	34
8	Lakeside	50
9	Glasgow	48
Total		438 lockers





EXECUTIVE OUTCOMES

Delivering measurable impact across people, store performance and customer experience.

1 REDUCED STORE LABOUR

Automating collections significantly reduced repetitive manual tasks.

BENEFITS INCLUDE:

- ✓ Less parcel handling
- ✓ Fewer collection enquiries
- ✓ Reduced order searching
- ✓ Less queue management
- ✓ More predictable daily operation
- ✓ Staff redirected towards customer engagement

78%
reduction in staff time spent on order pick-ups.



2 BETTER CUSTOMER EXPERIENCE

Customers can collect purchases whenever convenient without waiting for store staff.

BENEFITS INCLUDE:

- ✓ Faster collections
- ✓ Shorter queues
- ✓ Self-service convenience
- ✓ Simple digital notifications
- ✓ Faster returns
- ✓ Premium omnichannel experience



Click & collect becomes an extension of the shopping journey rather than a point of friction.

3 BETTER USE OF RETAIL SPACE

Traditional parcel storage was replaced by integrated smart locker walls.

THIS ENABLES:

- ✓ Reduced back-of-house storage
- ✓ More productive retail floor space
- ✓ Better integration into flagship store design
- ✓ Storage that supports both collections and returns
- ✓ Infrastructure that scales with demand



Lockers become part of the customer-facing retail environment not hidden operational space.

4 DATA-DRIVEN RETAIL OPERATIONS

Unlike manual collection processes, every transaction creates operational insight.

RETAIL TEAMS GAIN:

- ✓ Collection activity reporting
- ✓ Customer behaviour insights
- ✓ Demand analysis
- ✓ Stock planning information
- ✓ Marketing intelligence
- ✓ Better operational visibility



Usage data informs stock levels, marketing and sales strategies.

5 SCALABLE OMNICHANNEL DELIVERY

Following successful deployment, the model supports wider rollout across the retail estate.

HEADLINE DEPLOYMENT METRICS INCLUDE:

- 51** locker doors
- 5,500** click-and-collect orders handled annually
- 78%** reduction in staff collection time



A repeatable fulfilment model for future store expansion.



EXECUTIVE CONCLUSION



The multi-site footwear retailer replaced a labour-intensive click-and-collect process with a **digitally managed self-service fulfilment platform**.



The Vpod solution reduces **operational workload**, improves **customer convenience**, releases valuable **retail space** and provides actionable **retail intelligence** while supporting a **consistent omnichannel experience**.



The deployment across multiple locations demonstrates how smart lockers can become an **integral part of modern retail operations**—improving efficiency, enhancing customer experience and creating a **scalable platform for future growth**.



PER SITE AUTOMATED CLICK N COLLECT IMPACT GUIDE



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OPERATIONAL EFFICIENCY

Automated collections reduce manual tasks and free staff time.



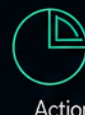
BETTER CUSTOMER EXPERIENCE

Faster, convenient self-service collections and returns anytime customers want.



MORE PRODUCTIVE RETAIL SPACE

Smart lockers free valuable space and integrate into the customer experience.



DATA-DRIVEN DECISIONS

Actionable insights inform stock, marketing and sales strategies.



SCALABLE GROWTH

A repeatable model that supports rollout across more stores and regions.



Smarter operations. Happier customers. Better use of space. **Data-driven decisions**. Scalable for growth.