

# SYSTEMS FAIL AT SCALE (ESPECIALLY IN EVENTS)

Most retail systems aren't built for high-volume, real-time environments.



## WHY SYSTEMS FAIL AT SCALE

The root causes are systemic—not isolated.

- |  |   |   |                              |
|--|---|---|------------------------------|
|  | <b>1. SILOED SYSTEMS</b><br>• Disconnected platforms<br>• Data trapped in silos | → | <b>DATA INCONSISTENCY</b>    |
|  | <b>2. BATCH UPDATES</b><br>• Delayed syncing<br>• Not real-time                 | → | <b>OUTDATED ORDER STATUS</b> |
|  | <b>3. LIMITED SCALABILITY</b><br>• Cannot handle spikes<br>• Performance drops  | → | <b>SLOW UNDER HIGH LOAD</b>  |
|  | <b>4. COMPLEX CUSTOMIZATION</b><br>• Hard to change<br>• IT dependency          | → | <b>SLOW TO ADAPT</b>         |
|  | <b>5. WEAK MOBILE TOOLS</b><br>• Clunky or limited apps<br>• Poor usability     | → | <b>STAFF INEFFICIENCY</b>    |
|  | <b>6. LACK OF INSIGHTS</b><br>• Poor reporting<br>• No real-time visibility     | → | <b>POOR DECISION-MAKING</b>  |
|  | <b>7. DATA EXPOSURE RISKS</b><br>• Weak security<br>• Non-compliant systems     | → | <b>COMPLIANCE ISSUES</b>     |

**OVER 50%** OF CLICK & COLLECT ISSUES STEM FROM DISCONNECTED SYSTEMS AND DELAYED DATA.

## THE IMPACT AT SCALE

When systems fail, the business pays the price.

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|--|---------------------------------------|-----------------------|
|  | <b>ORDER THEFT &amp; FRAUD</b>        | ↑ <b>3-6x</b>         |
|  | <b>REFUNDS &amp; REPLACEMENTS</b>     | ↑ <b>2-5x</b>         |
|  | <b>CUSTOMER COMPLAINTS</b>            | ↑ <b>3-7x</b>         |
|  | <b>OPERATIONAL COSTS</b>              | ↑ <b>20-40%</b>       |
|  | <b>STAFF STRESS &amp; LABOR COSTS</b> | ↑ <b>20-40%+</b>      |
|  | <b>ERRORS &amp; REFUNDS</b>           | <b>HIGHER OVERALL</b> |

**SMALL INEFFICIENCIES. BIG BUSINESS IMPACT.**

## WHAT FIXES CLICK & COLLECT QUEUES

Better systems. Smarter operations. Happier customers.

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|--|--|
|  | <b>UNIFIED REAL-TIME INVENTORY &amp; ORDER VISIBILITY</b><br>One source of truth. Always up to date. |
|  | <b>INTELLIGENT ORDER ROUTING AND LOAD BALANCING</b><br>Distribute demand. Reduce bottlenecks.        |
|  | <b>OPTIMIZED PICKING AND WAVE PROCESSING</b><br>Faster fulfillment. Fewer errors.                    |
|  | <b>DEDICATED CLICK &amp; COLLECT ZONES</b><br>Designed for flow. Built for volume.                   |
|  | <b>LIVE WAIT-TIME AND ORDER STATUS UPDATES</b><br>Keep customers informed. Reduce uncertainty.       |
|  | <b>MOBILE TOOLS FOR STAFF</b><br>Real-time access. Smarter on the floor.                             |
|  | <b>CLEAR CUSTOMER COMMUNICATION</b><br>Set expectations. Build trust.                                |
|  | <b>DATA-DRIVEN FORECASTING AND STAFFING</b><br>Plan ahead. Right staff, right time.                  |

**BETTER SYSTEMS. BETTER FLOW. FEWER ERRORS. BETTER EXPERIENCE.**

**SECURE EVERY HANDOFF. PROTECT EVERY ORDER.**

**STRONG ID VERIFICATION**

**STANDARDIZED HANDOFF PROTOCOLS**

**REAL-TIME TRACKING & AUDIT TRAILS**

**BUILT-IN SECURITY (NOT BOLTED ON LATER)**

# WHY CLICK & COLLECT SECURITY ISSUES BREAK AT SCALE



Click & collect is built for speed and convenience—but when volume increases, it introduces a new layer of operational and security risk.

## WHERE CLICK & COLLECT RISK ACTUALLY COMES FROM

### 1 IDENTITY VERIFICATION GAPS

- ⚠️ Weak or inconsistent ID checks
- ⚠️ Use of screenshots or shared QR codes
- ⚠️ Easy impersonation at pickup



**RESULT:**  
Wrong person collects the order

### 2 UNSECURE HANDOFF PROCESSES

- ⚠️ No secondary verification
- ⚠️ Rushed, high-pressure interactions
- ⚠️ No audit trail



**RESULT:**  
Orders stolen or fraudulently collected

### 3 DISORGANIZED STORAGE

- ⚠️ Poorly organized inventory
- ⚠️ Unattended pickup areas
- ⚠️ Lack of segregation



**RESULT:**  
Wrong items handed out or items go missing

### 4 SYSTEM & DATA VULNERABILITIES

- ⚠️ Risk of account takeover
- ⚠️ Exposed customer data
- ⚠️ Weak integrations between systems



**RESULT:**  
Fraud and potential data breaches

### 5 EXCESSIVE VOLUME & COMPLEXITY

- ⚠️ Peak-time pressure
- ⚠️ Increasing number of exceptions
- ⚠️ Harder to supervise operations



**RESULT:**  
Errors multiply and control breaks down

### 6 POOR COMMUNICATION & EXPECTATIONS

- ⚠️ No real-time updates
- ⚠️ Lack of visibility on wait times
- ⚠️ Customers left uncertain



**RESULT:**  
Frustration, churn, and complaints



AT SCALE, THESE RISKS COMPOUND.  
MORE VOLUME. MORE COMPLEXITY. **MORE RISK.**



SECURE. SCALABLE. TRUSTED.  
BECAUSE EVERY ORDER DESERVES TO REACH THE RIGHT PERSON.

# THE CORE SOLUTION PRINCIPLE

Secure every handoff. Protect every order.



## THE SOLUTION PRINCIPLE IN ACTION



**STRONG ID VERIFICATION**

Verify the right person before every handoff.



**STANDARDIZED HANDOFF PROTOCOLS**

Consistent steps. Clear ownership. Fewer gaps.



**REAL-TIME TRACKING & AUDIT TRAILS**

End-to-end visibility. Accountability at every step.



**BUILT-IN SECURITY (NOT BOLTED ON LATER)**

Security by design. Always on. Always enforced.



**BETTER EXPERIENCE. HIGHER TRUST.**

Secure operations drive customer confidence and loyalty.

## THE REAL COST OF POOR EXPERIENCE

In high-volume environments like events, breakdowns cost more than time.



**~30 MINUTES**  
Extra wait time for customers



**LOWER**  
Customer retention



**REDUCED**  
Customer spend



**SIGNIFICANT REVENUE LOSS**  
**£250K – £500K PER EVENT**  
Due to poor click & collect experience

## WHAT GOOD LOOKS LIKE

With the right systems and processes in place.



**WAIT TIMES DROP**  
40–70%



**THROUGHPUT INCREASES**  
20–30%



**LABOR COSTS FALL**  
15–25%



**FEWER ERRORS & REFUNDS**  
Improved accuracy and trust



**HIGHER CUSTOMER SATISFACTION**  
Better experience. More loyalty.

## THE BOTTOM LINE

Click & collect doesn't fail because the idea is flawed—it fails because:



**SYSTEMS AREN'T REAL-TIME**



**PROCESSES AREN'T CONSISTENT**



**HUMAN BEHAVIOR UNDER PRESSURE ISN'T ACCOUNTED FOR**

**AT SCALE, SMALL GAPS COMPOUND INTO SYSTEMIC RISK.**

