



MetaPack



**MetaPack analysis on
GSI Commerce 2010 Multi
Channel Retail Report**



GSI Commerce:

- "...if a retailer has an item that is out-of-stock and does not offer its customers any other purchasing options while they are in store, there is a very good chance that it will lose the sale to its competition online."
- "If you don't have the size or colour of the item that a consumer is looking for, your customer service staff should have access to the online inventory and be able to arrange order and shipment to the consumer while they're still at the counter."

MetaPack Multichannel approach:

- Retailers should be offering their consumers home delivery for out-of-stock items.
- Out of stock lines can be despatched directly to the consumer either from the retailer's warehouse, from another retailer's store or directly from supplier.
- Consumers can be offered a selection of different delivery service types while placing an order. Providing consumers with real-time delivery options at the point of ordering in store, can be enabled using the MetaPack solution. MetaPack will return available delivery days based on the delivery postcode, consignment value, weight and size.
- By using MetaPack, retailers can specify the despatch point and can also offering the customer an option to select the delivery date and delivery address of their choice (i.e. home or work).
- MetaPack retailers therefore provide their consumers with the most versatile delivery experience which leads to retained customer loyalty.



Direct ship from supplier

GSI Commerce:

- “If you offer a line of five items in-store, make 20 available via your ‘online inventory’ that you can either ship from your warehouse, or directly from a vendor.”

MetaPack Multichannel approach:

- If the retailer does not hold the goods in stock, then on receipt of the order (which can be placed either online, in store, through a catalogue or over the phone), the order is passed on to the supplier for onward delivery to the consumer.
- MetaPacks’ solution is available without any need for integration. Suppliers can log in to MetaPack, access their order and print the despatch label. Their delivery from then onwards becomes a retailer delivery.
- The retailer has full visibility of the consignment which enables them to provide full customer care.
- Deliveries reach consumers much quicker and at the same time provides retailers with cost savings (no warehousing, repackaging and transportation cost).



GSI Commerce:

- “57% of consumers claimed that they would be more likely to order a last-minute item from a retailer online if they had the opportunity of then collecting it in store.”
- “Add an extra level of convenience by offering a ‘buy online ship to store’ option. On top of the obvious timesaving, this option also allows for reduced shipping cost.”

MetaPack Multichannel approach:

- The MetaPack solution is currently used by major retailers for their store deliveries.
- The order packing process and systems used for collect @ store options, are the same as for orders from all other channels.
- Pack benches are equipped in the same manner and the MetaPack system operates in exactly the same way as for all other delivery types. There is no need for additional equipment, systems, integration or training.
- Delivery to store is usually free for customers, and provides the convenience of not having to wait for a home delivery, or any need for re-arranging deliveries.
- Delivery to store also provides retailers a reduction in their transport cost through utilisation of their existing vehicle fleet used for store deliveries.



GSI Commerce:

- “Factors most likely to deter repeat purchases:
 - Expensive and lengthy returns / refund procedure.
 - **Products were not delivered on time.**
 - Unhelpful online assistance.
 - Inability to exchange a product for an alternative.”

MetaPack Multichannel approach:

- What consumers want is to have a successful first time delivery without being forced to take time off and stay at home.
- Retailers should be able to present their consumers with a choice of delivery options which matches their expectations, and suits their lifestyle, and would also fit around their work pattern.
- Providing consumers with real-time delivery options from any stock and despatch point can be enabled using the MetaPack solution.
- The call for delivery options can be made from the checkout page of the web front end, from the till EPOS or call centre system. MetaPack will return available delivery days based on the delivery postcode, consignment value and potentially consignment weight or size.
- Offering a selection of standard, same day, next day, nominated day and saver delivery options, gives the consumers the choices that they are looking for.



GSI Commerce:

- “When consumers were asked what single biggest issue would put them off making a repeat purchase online, 76% of consumers cited an expensive or lengthy online returns or refund procedure.”
- “Ensure that you have an efficient process for letting consumers return goods purchased online in your high street stores.”
- “By encouraging consumers to come to your stores, you avoid all the post and packaging cost of returns that you would either have to pick-up yourself or, far worse, ask your consumer to pay for it.”

MetaPack Multichannel approach:

- Retailers need to show more flexibility in their returns process, in order to maintain a happy consumer through their whole shopping experience.
- Most retailers already offer free Royal Mail returns and returns via their store. Offering courier’s returns as a third option is an additional benefit to consumers for which some will accept to pay a premium.
- Retailers using MetaPack can provide their consumers with real-time courier availability for their returns, based on collection postcode. Consumers can book the collection themselves online for the day and address of their choice.
- Courier returns can also be booked through the customer care team who will also see the real-time courier availability directly on MetaPack screens.
- This makes consumers feel that they were given a fair choice and that they don’t have to adapt their lifestyles to the retailer.