

EGrocery: The Next Normal

How Ecommerce & Operations
Leaders Can Respond

eGrocery

The Next Normal: How eCommerce and Operations Leaders Can Respond

Are you prepared for the Covid 2nd wave demand surge that will soon be upon us? It's clear that the way in which consumers shop for food and groceries has undoubtedly seen one of the biggest shifts since the pandemic hit back in March.

In a matter of 90 days, we vaulted forward 10 years in consumer and digital adoption. The reality is that online grocery sales are increasing at an exponential rate and retailers need to prioritise this area of the business to deliver the service customers expect. This does mean that you need to take a hard look at customer service, profitability and efficiency as we head into Q4 and 2021. In response, we've produced this report which aims to provide senior decision makers with practical advice on how you can prepare for the 2nd wave, and beyond.

In this 22-page report, we outline:

- The pandemic's impact on consumer behaviour and post-pandemic predictions
- How to make your operations resilient for a 2nd wave demand surge
- How user experience in eGrocery is facing a revolution
- 3 things to consider when scaling your ecommerce operation
- How The Co-op expanded same-day delivery to 800+ stores with Naveo

In addition, we have hands-on insight from Alex Murray (CEO and Founder of Thistle Digital). With over 20 years' experience in the industry as the Digital Director at Lidl and Chief Product Owner at Waitrose - he has some pearls of wisdom to help you build a successful online grocery presence. *

Naveo Commerce has a decade worth of experience in working with grocery retailers and our platform is the backbone that several major grocery chains rely on to control the entire customer's journey from customer engagement to distributed fulfillment options.

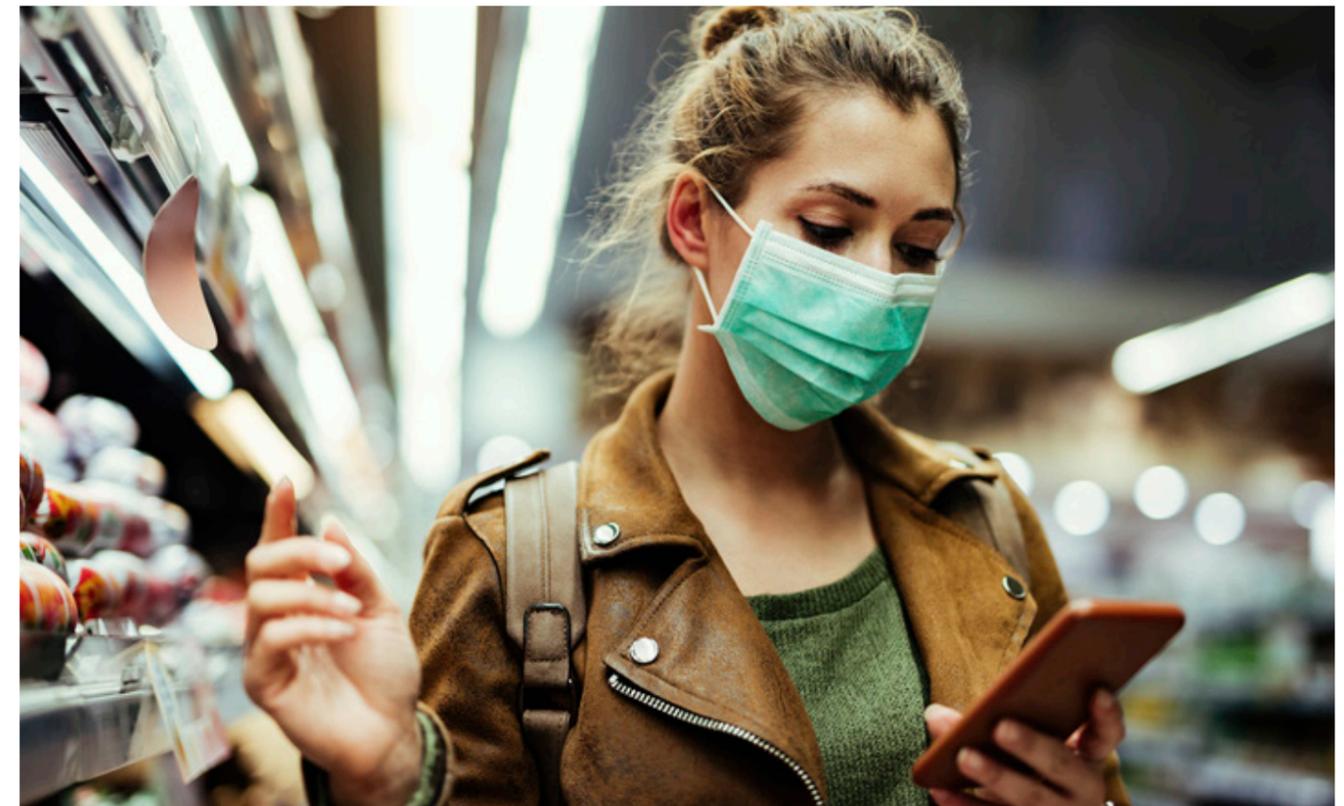
COVID-19 is a polarising disease. In almost every sense it divides opinion – from how each government chooses to deal with it through to how it's affected day-to-day life. Retail has certainly been a vertical in which it has caused opposing fortunes. Some sectors like tech, DIY and gardening have boomed. Sadly others such as brick and mortar stores or cinemas – have been less fortunate.

Grocery, and in particular - the Big Seven retailers, have been at the centre of the storm – weathering what can only be described as a once in a generation buying shift which happened almost overnight. Hoarding, stockpiling, whatever you call it – grocery retailers' supply chains had to deal with such high demand in such a short period of time, it almost brought the industry to its knees.

Even Amazon – with possibly the most sophisticated supply chain in the world – could not cope at first; demonstrating how monumental shifts in demand are near impossible to cater for.

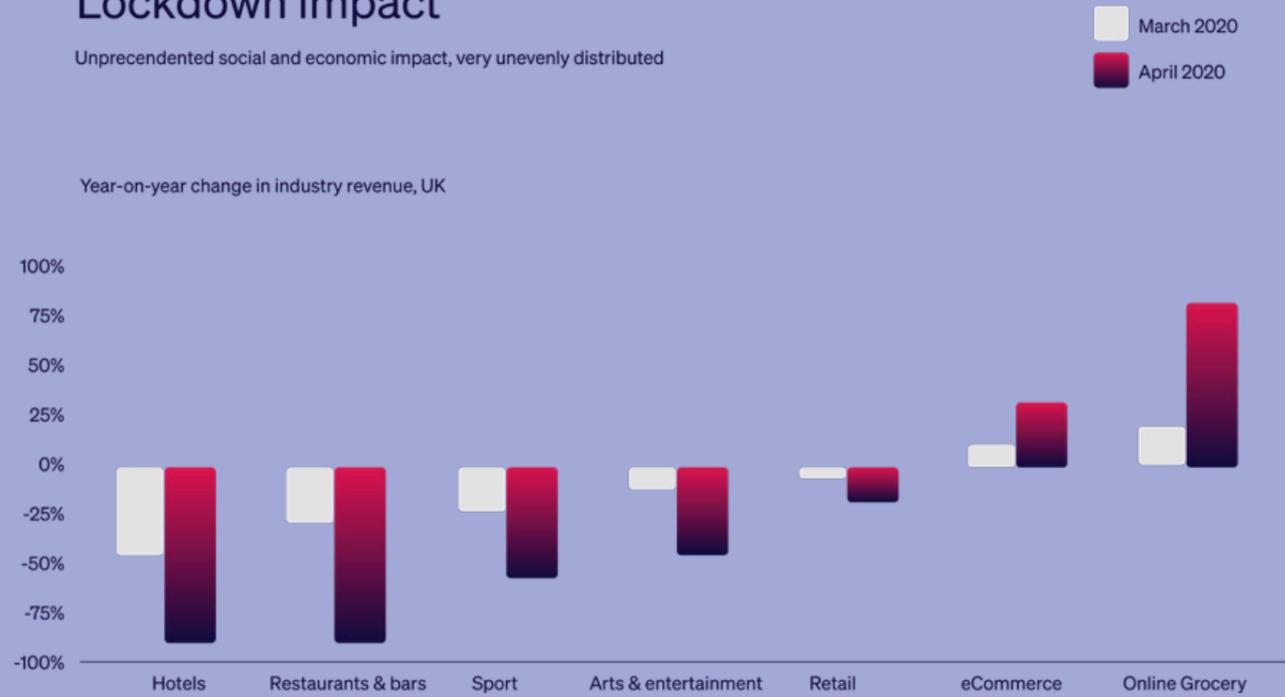
However, as we enter into a second wave, and some of us face the prospect of a return to lockdown, grocery retailers will be relied on once more to provide a steady online service. So, what can grocers do to optimise their operations as we move into Q4?

Research from McKinsey has shown that in past recessions, companies that invest in and deliver superior customer experience during a downturn emerge far stronger than their peers once the economy rebounds, producing shareholder returns three times larger than average!



Lockdown impact

Unprecedented social and economic impact, very unevenly distributed



Original source: <https://www.ben-evans.com/presentations>

Predictions Post-Pandemic

Grocery eCommerce has been slow to develop, with eCommerce accounting for only 2-6% of total grocery sales pre-Covid. A shift towards greater adoption of eCommerce has been long predicted in grocery, and the on-going pandemic has catapulted this change forward 10 years. It's now estimated that online grocery sales volumes are three to four times higher than before the Covid outbreak:

- In the UK, the market grew from around 6% to 13% between March and July
- Our customer, the Co-op UK saw their volumes triple in a matter of weeks
- In Italy, the market is reported to have grown from 1% to 6% in the first half of 2020
- In Finland, we are seeing a 100-150% year on year growth in 2020

Similar trends are being reported in all major markets. What is striking is that on the contrary to other areas of online commerce in the months following the first wave when lockdowns were lifted, we have seen that the newly gained growth has remained almost intact, ensuring that the market experienced several years' worth of growth in a few weeks.

The old truth is that a shopper that tries online (grocery) shopping once, will try a second time. A customer that has tried more than three times, will become a regular shopper. With social distancing likely to stay the norm for the foreseeable future, customers have had plenty of opportunities (or have been forced) to trial online grocery shopping. There is a significant amount data indicating the trials have turned this behaviour into a long-term consumer habit. As such, retailers should prepare grocery eCommerce to become one of the cornerstones of their business.

There are several retailers and industry analysts who predict that the grocery eCommerce market will reach 15-20% within the next 5-10 years. In such a case, retailers can no longer rely on manual processes or outsource the service to a 3rd party.

Online grocery is notoriously difficult to operate profitably and homegrown solutions simply cannot cut it. The key reason? Logistics. The picking and last mile make easily 60% of the cost of online operations. If you don't have an efficient process, you'll just end up scaling losses.

The Pandemic's Lasting Impact on Consumer Behaviour

Larger Shops Less Often

Covid hasn't only affected online grocery adoption, but it's also fundamentally changed how consumers choose to shop. A survey from Incisiv claim that more than 50% of respondents have changed the way they shop. 40% reduced the number of times they do their grocery shopping. Rather than mini/express shops or buying 'last minute' meals on-the-go – consumers are opting instead for the larger weekly shops. What's more, many have shifted their preferred fulfillment option from in-store - to curbside pickup, click and collect and home delivery. All to save time and use effective social distancing.

Tesco's Chief Executive, Dave Lewis, stated: "People are shopping once a week, a little like they did 10 or 15 years ago, rather than two, three or four times a week that was happening before the crisis."

Bricks 'n' Clicks

What's interesting is that the same survey from Incisiv claims that shoppers have remained far more loyal to their familiar bricks and mortar retailers compared with their pure-play online alternatives. What's more, evidence highlights customers that are frequent online shoppers tend to spend double the amount they spend with you online in traditional brick-n-mortar stores. If you lose their online business, you on average lose half of that brick-n-mortar revenue.

Shoppers Have Only One Wallet

Profitable Grocery eCommerce has traditionally been a tough nut to crack. Retailers must, however, understand that if they lose their online business, on average you lose half of brick-and-mortar revenue as well. This is why grocery retailers need to increasingly adopt a 360- view on customer profitability, rather than looking at channels as independent silos. Players with well-integrated online & offline offerings will be the ones that thrive long-term.



In a matter of 90 days, we vaulted forward

10 years

in consumer and business digital adoption.

Source: Periscope by McKinsey Report

Analysts now predict that Post- Pandemic figures indicate that by 2025, online grocery sales will reach 21.5% of total industry/grocery sales, or an estimated \$250 billion. 60% higher than pre-COVID estimates.

The Next Normal Start with Customers and Focus on Efficiency

Given the double-digit growth of online grocery, retailers need to treat it with the status it demands. This does mean that you need to take a hard look at customer service, profitability and efficiency. How? Optimising processes – from online functionality to in-store to warehouses, right through the supply chain – is more crucial than ever. So, now is the time to invest and get it right, as all too often excuses get in the way and competitors steal a march. Fast fashion and tech have done it – now's the time for grocers to do the same.



Jani Jääskeläinen

Head of Marketing
at Naveo Commerce

Jani Jääskeläinen has over 20 years of experience within the technology space across Europe and internationally. Jani has had several senior management positions at high-growth companies such as Jolla, Planmecca Group and Nokia.

During his career, Jani has been involved in launching start-ups and new business ventures as well as managing large, multinational, key accounts. His experience spans multiple domains including security, location, healthcare and retail.

Start with Customers & Focus on Efficiency

Convenience

Let's face it, online grocery has only one USP that it can truly offer: convenience. That's why the most successful online grocery sites focus on guiding consumers through the customer journey as effortlessly as possible.

The Basics

Great site design can make or break a sale and is often the unsung hero of a successful eCommerce website. We realise the importance of pushing the design, adding exciting new functionality, and AB testing - all to

make your customer experience (CX) an absolute delight. However, before you start tweaking and optimising your CX you need to ensure you have the basics in place. Make the product browsing and search the star of your offering and enable easy product pricing comparisons. Enable versatile tools for building and reusing the shopping lists. Top up the offering with personalized shopping experience by using for example the loyalty program data, with targeted products, offers, coupons or recipes.

Mobile Assets

Customers want to place orders when and where they want. A responsive mobile site is therefore essential for retailers to succeed. Native applications can offer better customer experiences, but responsive web pages are a good place to start.

If you're not yet online – start small and expand

Prior to the pandemic, Aldi only sold wine online, but they have now expanded their online offering to groceries with an 'essentials' box targeted at those self-isolating. The toughest nut to crack in online grocery is the process and cost of fulfillment, especially the last mile. Retailers should consider carefully whether they initially need to offer the home delivery option (let alone sub 3 hour near window deliveries) as it may be too difficult to get the concept right to reach profitability. It is thus perfectly fine to make a decision to stay away from the home delivery option and offer in-store or locker deliveries to get onto the learning curve fast.

Lead the Operations with Data

This point won't come as a surprise. Retailers should focus on their systems' data and analytics for their grocery conversion and fulfillment process. Not only sales related conversion data, but also fulfillment analytics from slot capacity to picker efficiency. Without this, it would be like driving on a motorway with no lights on.

Picking and Slot Capacity

Retailer's online business case is very closely linked to the capacity management & pricing of the slots offered to customers. Be prepared to adjust and analyse the slot capacity and related slot pricing. This is also a process and resource issue, but the

solution you have in place should provide you with data on your capacity and its bottlenecks.

Be Prepared to Prioritise Customers

Based on the data, be prepared to serve the most vulnerable and loyal customers first. In a second wave, we may run into issues with the logistical supply chain and run out of fulfillment capacity. Data from the platform and CRM should have all the information needed to help you make informed decisions.

Selection

The product range is a key decision for online grocers and the range of selection has a high dependency on the business model of the said retailer. In March, we all remember the mad dash where shoppers started to stockpile goods, toilet paper, eggs and pasta so the shelves were empty. The surge demand on these product categories may make it necessary to limit availability of certain product items, but also to stop serving others to free up delivery capacity. For example, bottled water may take lot of room from the delivery vehicles that could be used for other goods.

Provide Better Substitutes for Stock Outages

Retailers need to manage stock-outages and have good rules in place to substitute products to ensure customers have the best possible customer experience. Secondly, in the event that a customer doesn't want to accept a substitute, that quick action can be taken to correct this.

Be on top of the Fulfillment Process

Fulfillment can cost up to 60% of an online grocery operation. This is why online grocers require a fulfillment solution (from order management to instore picking and last mile) system that can keep up. Retailers must use data to improve their fulfillment process and enable for example handling multiple delivery areas per store, each with numerous different delivery points ranging from click 'n' collect, lockers to home delivery. Whilst efficiency is reliant on people and processes, technology can a) get retailers up and running online fast b) we can provide the tools to gain efficiencies in your fulfillment operations and improve profitability sooner than with the competition.

“Our new online shop and delivery service is an essential part of our expanding digital services to our customers. In this project, we have been very excited to work together with a modern and agile technology company such as Naveo Commerce. The newly launched service is a result of our fruitful cooperation and agile development.”

Chris Conway, Co-op UK



Don't let technology hold you back

Going online does not have to be an insurmountable task. We have worked with leading retailers for the past 10 years and have the tools to get you online in a matter of months. That said – there's clearly plenty to think about – What you need is an eCommerce solution that helps you to get online, keep market share – and stay there. The long-term winners will be the ones who make an investment – the time is now to deliver a seamless connected commerce experience. Continued success and those who thrive will be the ones who are able to deliver on the changes in shopping behaviour and consumer preferences.

Convenience is King

When buying groceries, “convenience” boils down to an experience that saves time, while providing an intuitive and smooth shopping experience from start to finish. A study by Bain & Company indicates retailers don't perform in this regard; among online grocery shoppers who say they have shopped online for groceries just once in the past 12 months, only 42% report that the online experience saves them time.

Figure 1 indicates that the convenience gap exists especially in the browsing and shopping phase of the journey. It is thus no wonder retailers must stimulate repeat trials to convince the benefits of shopping online and that 75% of online grocery shoppers say they are still using the first online grocer they tried; this is why winning the trials is so important.

The good news for the incumbent retailer(s) is that when consumers were asked to shop for groceries online, 85% of grocery shoppers would look first to their current grocer.

As we can see, digital is the next battleground in grocery. When executed well, online delivers greater than expected new customer revenue growth. A study by Incisiv reports that grocery retailers who have offered online delivery for at least twelve months, report an increase of 15.8% in incremental revenue, 30% higher than their pre-launch estimates¹. In addition, the digital leaders outperform their peers. The same Incisiv study reports that the 25 most digitally mature retailer showed an average growth of 2.2x higher than their competitors.

Learnings?

Get the basics right first. Studies show that product browsing and search are the key functionalities consumers value. Consumers still use paper based shopping lists and this is why versatile tools for building and reusing the shopping lists are high on the agenda. Next you should consider improving the personalized shopping experience by using for example the loyalty program data, with targeted products, offers, coupons or recipes. Keep customers always up-to- date on the order status with notifications and alerts.

Keep innovating ...to stay get ahead, and stay there...

New features, better personalization, recipe suggestions... As more and more consumers become adventurous and find alternative ways to shop, brand loyalty is increasingly under threat – that's why providing a consumer experience that delights is key to keep your customers coming back again, and again.

Figure 1: Only 42% of first-time users say online grocery shopping saves time, but it gets easier the more they try it.

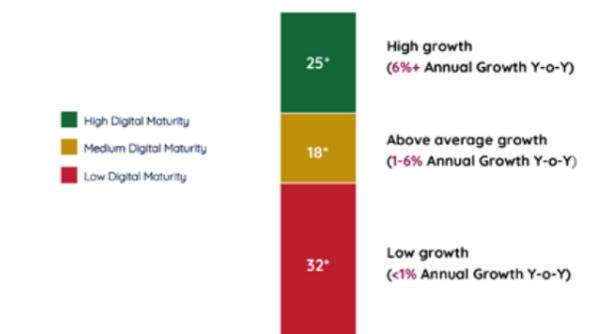
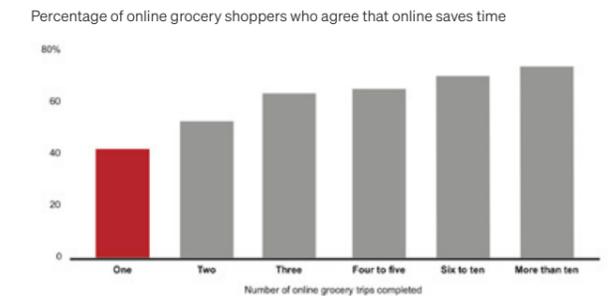


Figure 4: Once grocery shoppers have tried an online retailer, three-quarters stay with the first one they used



Source: 2018 Bain and Google Omnichannel Grocery Shopper Survey (n=1,802)

¹. Digital Maturity Benchmark Report, “The State of Digital Grocery 2019”, Bain & Company



3 Things to Consider When Scaling your eCommerce Operation

eGrocery is notoriously complex. The nature of food is such that many moving parts need to work seamlessly together to provide the right outcomes for both businesses and customers. Add into the mix: low margins, multi-item baskets, fine-tuned supply chains and environmental considerations - one soon realises that there are a lot of interdependencies to take into account.

Shifting customer expectations

For some years now, customer behaviour has been changing faster than businesses' ability to keep up. The thirst for high quality goods, convenient collection or delivery options, all delivered through an attractive, adaptable interface sets a very high bar. Retailers have tried hard to respond: click & collect, same day deliveries, real time stock visibility, mobile friendly interfaces, personalised content - building agility and flexibility into each platform, system, and process, has become a key requirement.

Here are 3 things to consider when scaling your online operation:

1. Multichannel Tensions

As an online channel grows, it will increasingly impact the wider business. Internal stakeholders need to align themselves to be focused on the best customer outcomes, irrespective of preferred channel. Without key shared measures of success, it is extremely challenging to create an environment where all channels work together to deliver the optimal customer experience. For example, product data takes on an extra level of importance online where navigational elements and search engines can leverage it in ways that don't apply offline. Traditionally, buyers were responsible for such data, but much of it wasn't needed, or used in customer facing scenarios. A more unified, customer-focused approach is increasingly required.

2. Data and Risk

As an operation grows, more and more data is generated. This data must be managed effectively to ensure customers, suppliers, and businesses themselves are protected. Legislation aside, there is a strong case for retailers to have a robust framework in place to manage and protect data. When scaling up, there is an even greater exposure to reputational damage due to (rightly) more scrutiny. Data protection matters to consumers and it should matter to

businesses too. That said, data creates more opportunity than risk, especially in the area of truly understanding one's customers.

3. Innovation and Experimentation

One of the hardest challenges that grocers face is to be able to step away from the relentless, fast-turnaround weekly trading cycle. Although there is a natural rhythm to supplying food (most people buy food at least once a week), this can all too often crowd out the much-needed discipline of truly listening to customers, both existing and new. The most successful businesses take time to imagine a better experience for their customers, and then create the right environment for those dreams to move towards reality.

There is no doubt that sudden and extreme changes in scale, such as we have seen during Covid, bring an uncomfortable, but necessary focus on the constraints of existing operations. All businesses will need to consider carefully what demands for change such growth will place upon them.



Alex Murray

CEO and Founder of Thistle Digital

Alex Murray has worked in Digital and eCommerce for over 20 years, for brands such as Lidl, Waitrose, GAME and luxury wine merchant Berry Bros. & Rudd. Alex recently founded Thistle Digital to help retail decision-makers invest in their digital channels, at the right time, with the right resources. This means equipping businesses with meaningful, sustainable strategies combined with actionable implementation plans, and ensuring all outcomes have clear business and customer benefits.

For more information on [Thistle Digital click here.](#)



Tom Williams
Head of eCommerce Sales
at Naveo Commerce

Tom Williams has over 18 years of experience working online and 14 years directly working in eCommerce and digital services. He started off selling media space on websites, which then progressed into the selling and the delivery of websites at Maginus (a Naveo Commerce Company). His experience is a combination of Retail, Wholesale and the Charitable sector. Clients include: BHF; London Marathon; Cath Kidston; Fortnum & Mason; Nisbets; The Royal Mint; and Farrow & Ball.

User Experience in eGrocery is Facing a Revolution

Virtual Queuing

COVID-19 has brought supply and demand kicking and screaming to people's attention. A now common sight which used to be the reserve of Oxford Street or Bicester Village is queueing outside stores, waiting to be let in. Be it the supermarket, pharmacy, post office or bank, throughout the pandemic there have been lines of people patiently waiting their turn on the pavement. Interestingly, this is not just seen on high streets, it's also translated online, with some retailers adopting a virtual queueing system to manage how many people are able to shop at once, to support social distancing measures in the warehouse and a reduced team to support the demand.

However, is there a risk in adopting this approach?

Considering shoppers are now having to queue more than ever before. There is a worry they will become weary of this measure, as the beauty of online is that it's meant to be quick and easy.

Adding a waiting time in peak periods goes against this mantra. Despite the fact we've arguably not had this much 'time' in years, people are still very precious about how they choose to spend it. This includes seeing how far back they are in a queue – there is a risk your valuable customer will simply switch to a rival.

The reasons to limit people onto your site(s) needs to be considered carefully. Why are you limiting numbers, poor site performance, inability to manage accuracy in stock or to create demand? Timely and accurate communication will make or break how people react to this approach. If it is the former, then remedial work needs to be undertaken to address the issues.

According to McKinsey, "Quick website loading also became critical. As millions of consumers started spending so much of their lives online, they became even less tolerant of sites or apps that were slow to load or unresponsive." If you are not reachable, you are simply not in the game. Naveo Commerce runs in the cloud and auto scales as demand flexes.

Planning for Peak

Planning for peak should be a continual journey and not just for demand surges such as black Friday.

Take a leaf out of Disney's book

If you have to have a queue, think about messaging or even entertaining the customers whilst they wait.

Personalised user journeys.

According to McKinsey, "The need for informative product descriptions and clear product images at a time when consumers couldn't see, feel, or test products in a store ranked as one of the top three factors for a great online browsing experience in all the countries we surveyed, increasing in importance by 12 to 23 percentage points, from pre- to post-shutdown." Good integration with the product data backend (PIM) is a must. Once you've got the basics in place, you need to improve and personalise your customer's journey:

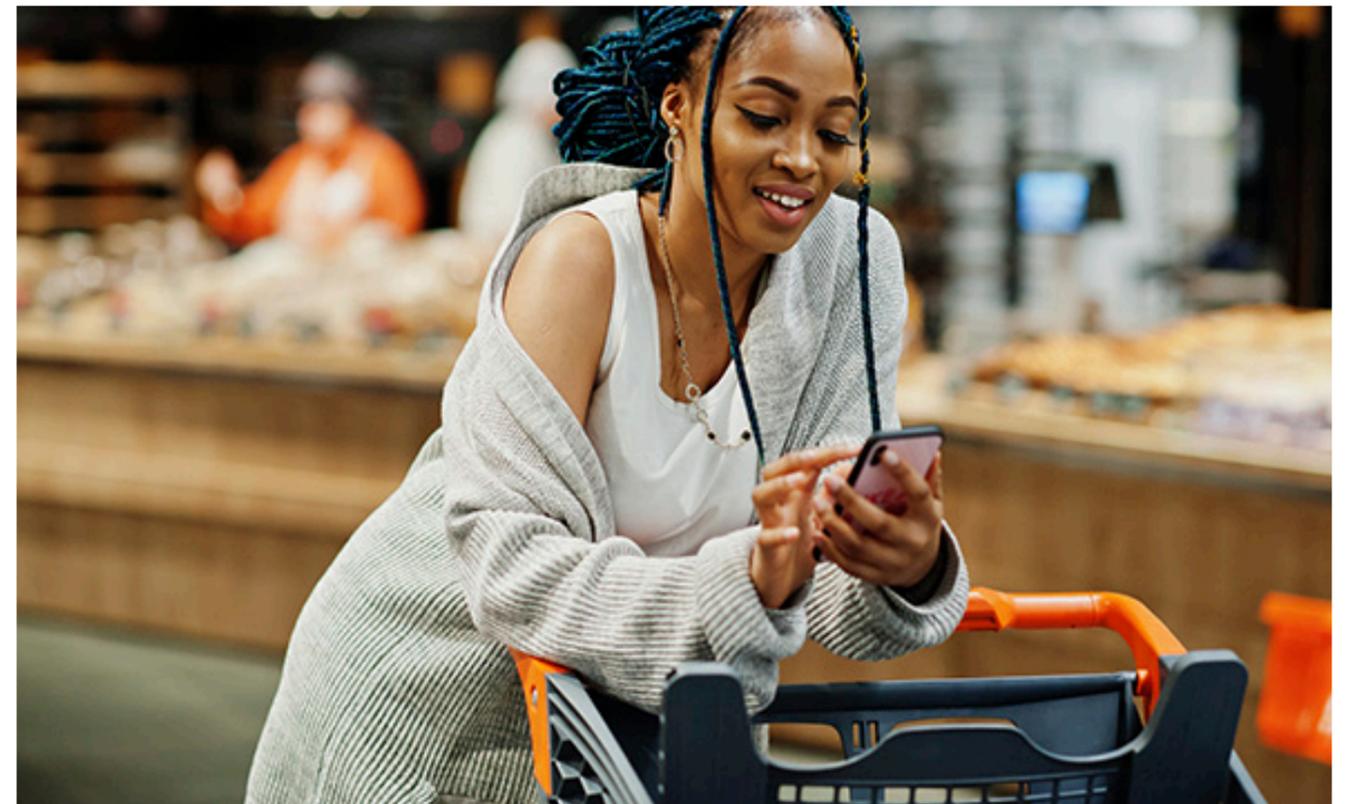
- Repeat purchasers will want the ability to move previously bought items into the basket more efficiently, make this a key feature for users.
- Present products on the homepage and the customer's journey based on buying or browsing habits for ease of purchase. This will increase conversion and average basket size.

- Focus on the time of day and day of the week to personalise the content and/or products being shown based on typical purchasing habits. E.g. during the hours or 3pm -6pm on a weekend maybe it is the topping up of beverages and snacks whilst watching sports or ordering dinner for when it's all finished. Companies have the data, it's down to them how they use it.

Proactive Customer Communication

Whilst many customers will be more understanding than normal when it comes to the pandemic's impact on customer service such as pro-longed delivery times or restricted stock, proactive customer communication is important throughout the entire user journey. From email newsletters, homepage banners, in-store flyers and online product information - consumers should be made aware of these restrictions throughout every stage and importantly prior to checkout - to ensure a friction-free customer experience.

The best way to make this work is to communicate the availability of stock early and show accurate stock availability so that people aren't adding items to their baskets only to find that they couldn't buy them in the first place. This is extremely frustrating.





Mel Tymms

Industry Principal
at Naveo Commerce

Mel Tymms has nearly 20 years experience in the Multichannel Retail Sector and has implemented business software solutions into over 50 Retailers and Wholesalers. Involved in a variety of roles during this time, from training to implementation consultancy, project management and pre-sales. In her current role as Industry Principal, Mel is responsible for pre-sales activity to new prospects who have requirements in back office systems and integrations to eCommerce sites. Mel also works with some of our larger customers, including Nisbets and The Wine Society to help them to drive innovation and standardisation using the Naveo Commerce Suite of Products.

Optimise Your Operations

If you're a supermarket chain or food manufacturer you're likely to have a central distribution hub or warehouse operation. In this section, Mel Tymms outlines how you can make your operations resilient for a 2nd wave demand surge.

How to maintain productivity and adhere to social distancing?

Covid has resulted in a new set of health and safety guidelines being issued by the government for implementation in warehouses. This means, that for many warehouses, the number of warehouse operators has remained the same or has, in some cases decreased. Coupled with a national shortage of experienced labour, partly as a result of Brexit looming, this has resulted in a tangible strain on the supply chain and warehousing sectors - at a time when many industries are seeing a huge increase in demand.

Here are a few ways to gain efficiencies, improve productivity, all with less people:

- **Allow orders to be picked in waves** in the warehouse. Sequencing orders by location sequence allows for a one-way system to be followed in the warehouse by picking operatives.
- **Picking orders in batches** also allows for a group of orders to be picked together by one operator meaning that operators are able to increase productivity whilst abiding by the 2-metre distancing rules.

Understand which of your products are fast moving

In most busy eCommerce warehouses, 80% of the fastest moving products are stored in 20% of the locations. It is common practice to keep these 'winners' near to the most effective picking locations at the front of the warehouse, close to the outbound loading bay and packing locations.

This makes it fast to pick but it means the majority of activity in the warehouse is concentrated into these areas - not good for social distancing. By spreading fast moving items all around the warehouse, with an equal number of the winners down each aisle for example, warehouses can implement social distancing and a one-way system through the warehouse without affecting order-to-fulfillment times.

Heatmaps

Using data from your back-office system enables you to review which of your product are fast-movers and this data can be used to produce a heat map of your warehouse to show where the fast-moving products are currently located. This data can also be used to show which products are typically ordered together. Moving products which are selling fast to the fast pick areas across the warehouse can result in a reduction in the walking distance each picker takes to complete the order and also improve picking efficiencies, all whilst maintaining social distancing.

Out of Stocks

Supply of certain products has been affected dramatically by Covid-19.

There is nothing more frustrating than placing an order for a product and then later being informed it is out of stock. This really impacts on the customers buying experience and can have a detrimental effect on your brand. If you know you have supply chain issues with a product, this needs to be communicated to your customers. Having a back office system which enables you to flag products which are out of stock and set that no back orders should be taken for these products can really help. This information can then be passed up to your eCommerce sites real time and translated to messaging on your website. Ensuring your back office system is linked to your eCommerce sites and that stock information is taken real time from your back-office system will ensure that customers can only order what you have as free stock. You can also inform them if more stock is due in and when to expect it.

Back Orders having to be cancelled

Having a back-office system which can manage back orders is key. Due to supply chain issues, many Retailers have found they have Sales Orders with no Purchase Order Cover. These Sales Order then need to be cancelled. Having a robust back office system which allows all back orders for specified products to be identified and cancelled on mass whilst also flagging the customer's account with the reason for the cancellation enhances customer service and allows companies to stay on top of their supply and demand.

Automation

Having a back-office WMS system which is semi-automated, with picking waves being calculated automatically and picks for groups of orders being pushed out to the next available picker can result in less operators being required in the warehouse. Using mobile handheld terminals in the Warehouse, which connect to the back office in real time means that pick waves can be created by warehouse area and the next priority order pushed out, removing the need for physical paperwork to manage the process. Integrations to packing machines also automates the packing process of the order fulfillment journey, again reducing the number of operators who have contact with an order and automating the packing of the order, along with automatically adding the carrier label to the parcel.

Call Centre

Many companies are experiencing more inbound customer service calls to their call centres, and many of these call centres are now working remotely. Back office systems need to have real time information about products and their availability. Having a contact centre solution as part of your back office solution, and one which can be accessed remotely by your customer service teams means customer calls can still be answered swiftly and efficiently and add another value-added service for your customers.

Managing Ecommerce Returns Efficiently

Ecommerce return rates tend to run several times higher than those for brick-and-mortar sales. The typical pre-covid model preferred by many retailers of Buy online Return in Store (BORIS) is now not being adopted by the majority of customers and the preferred return method now is via the post. Once an item is returned, it must be transported to a warehouse, inspected, and sorted. Products may need to be quarantined for a period of time before they can be restocked. After that, companies must decide how best to handle it. Retailers that can provide an integrated, closed-loop approach to returns can differentiate themselves. Having a customer and sales order management function which is part of your back office solution can mean you can offer integrated real time customer returns. The returns status can also be fed up to your eCommerce sites to keep the customer up to date on the status of their returns and reduce the number of inbound customer service calls relating to the status of customer returns.

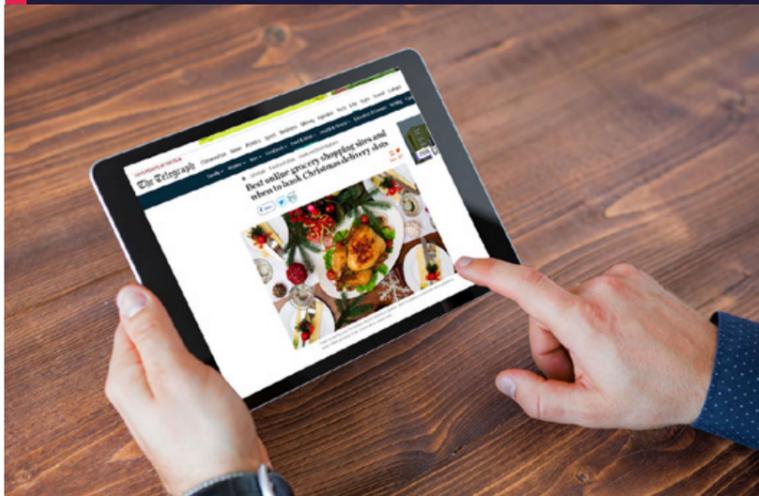


The Co-op, one of Naveo Commerce's customers was voted one of the best online sites for grocery delivery by The Telegraph.

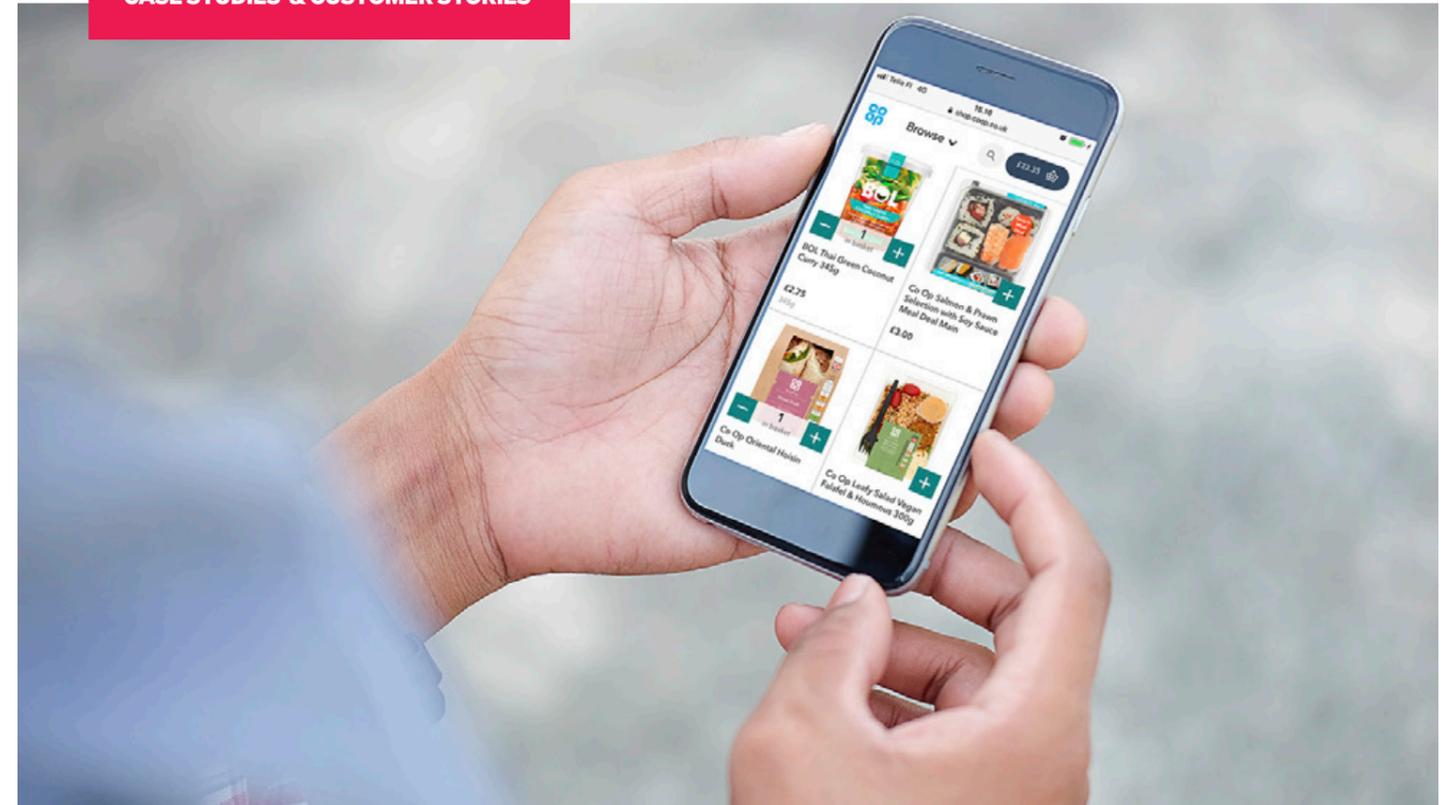
Their Verdict: "We were particularly impressed by Co-op's low minimum spend and speedy delivery times."

Our headless commerce platform is helping The Co-op roll-out home delivery in less than 2 hours. Making ordering groceries online as quick and convenient as ordering a takeaway.

We have a genuinely unrivalled proposition for end-to-end eCommerce. The full-scale project was delivered in record time, a true first in the industry, and now live in hundreds of stores across the UK. We are confident Naveo Commerce can deliver the solution to get you live in a matter of weeks.



The Telegraph



Co-op Expand Same-Day Ecommerce Delivery to 800+ Stores with Naveo

The Co-op plans to expand the same-day delivery service it offers from selected city centre stores to 800+ branches by the end of this year.

The retailer started using our connected commerce platform to offer online shopping with same-day deliveries to West London customers in March 2019. It started with a proof of concept service that it now plans to expand at speed over the course of this year, using our headless commerce solutions to do so. The Co-op aims to make ordering food online as quick and convenient as ordering a takeaway – with deliveries in as little as two hours from placing the order. [Watch our video to discover how we made this possible.](#)

"Convenience lies at the heart of our offering and as part of this, we have major online expansion plans which will

make it easier than ever for customers to shop with us," comments Chris Conway, Head of Food Digital at The Co-op. "Such growth can only be facilitated with a digital partner that offers modern and agile technology and we're delighted to continue our work with the Naveo team who are intrinsic in bringing these plans to life."

Delivery is not the only aspect that needs to be fast, however, and the Co-op recognises the need to be equally fast when it comes to user experience innovation.

The Co-op uses our connected commerce platform on a software-as-a-service basis, taking full control of its own end-to-end user experience that it builds on top of underlying business logic layers, including commerce, order management and in-store picking systems all optimised for FMCG.

This vision demands a lot from underlying technology. This is where headless commerce enters the picture. The commerce engine follows the headless paradigm, providing logical separation between user interface and business logic layers. Retailers can take full control of the end user experience, utilising the open API's of the platform to

build and design their user experience without dependencies on Naveo Commerce as the platform vendor.

When originally launched the Co-op's service was using an online storefront designed by Naveo Commerce. The vision of Co-op was always to take full control of what matters most: the end user experience. Co-op's Digital Team started designing & building their own storefront implementation, on-top-of the Naveo Commerce platform, soon after the first online store went live in March.

The first Co-op developed storefront went live soon after in August, and as soon as end November all traffic had been diverted to the Co-op's own site. The Co-op case is proof of how fast development can take place, when supported by a robust platform.

In the near future, the Co-op team plans to add native mobile apps, which will again be developed by the Co-op's own Digital Team. Co-op Digital Team has busy times ahead with all the planned functionality driven by the ever-increasing speed of innovation in the industry and the demand for convenience by consumers.

EGrocery

The 2nd Wave: A Call to Action

We are now in the midst of a 2nd wave of Covid19 and retailers should be prepared to serve their customers both on - and offline. Covid19 has changed the competitive landscape significantly: If you are not selling online, you are losing market share and should rapidly consider going online. We have promised customers that they could be online in as little as 2 weeks with Naveo's end-to-end solution for online grocery.

If you are already online, you need to prepare for a 2nd demand surge. The question is - How can you rapidly scale-up without sacrificing profitability? Online grocery business case is highly dependent on fulfillment efficiency as it can make up 60% of the online operation costs. Naveo Commerce can offer an efficient fulfillment solution tailored for online grocery including all the components needed from order management to in store picking and last mile.

We have the experience, the know-how and support to make this project a success. If you're looking for new ways to support your customers in this time of crisis, let's work together to achieve this goal profitably. We can help you to launch online grocery in a matter of weeks. Time is of essence, so we would love to talk to you about the possibilities! Get in touch and we'll set up a call





About Naveo Commerce

The Perfect End to End eCommerce Partner

For retailers – big and small – for whom success depends on growing online, we provide the perfect End to End platform: a cloud-based SaaS solution, with Headless commerce engine, OMS and Fulfillment technology.

Since the beginning we had a dream – it was simple – to make buying online as smooth and easy as possible. Digital Goodie was founded by a group of friends and entrepreneurs back in 2009. Ten years on and Digital Goodie acquired Maginus in 2019. In September 2020, the two products combined and Naveo Commerce was born! Our Adobe Solution Partnership continues as a core consulting arm under Maginus, a Naveo Commerce brand.

Naveo Commerce is venture-backed by the US based eCommerce growth fund Black Dragon Capital. Today we employ retail industry experts and technology specialists in two different continents across three locations.

We work closely with our customers to help them realise their potential online growth through connected commerce.

The Naveo Commerce platform has won awards for the best user experience in 2015, best online store of the year in 2013, and comet of the year in 2012. Our proprietary recommendation technology is praised by IGD Retail Analysts. What's more, we are listed alongside leading applications in the Gartner Digital Commerce Vendor Guide and eConsultancy's Top 100 Digital Agencies Guide – both for two years in a row.

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