

# Customers drive big changes as retailers try to keep pace

Today's customers value efficiency and convenience. Savvy retailers are finding new ways to engage them with innovative shopping experiences.



## Customers embrace buy online and pick up in-store (BOPIS).



**BOPIS** gained widespread popularity amid pandemic.<sup>1</sup>



Anticipated **double-digit growth** rate for BOPIS through 2024.<sup>2</sup>



If customers object to shipping cost, they can pick up in locker instead.



**SMART TIP**

Buy online, pickup in-locker (BOPIL) further capitalizes on a frictionless shopping experience by eliminating lines.



## BOPIL delivers the convenience customers crave.

**90%**

of customers are more likely to choose a retailer based on convenience.<sup>2</sup>

**61%**

like the convenience smart lockers deliver.<sup>3</sup>



BOPIS improves **CX by 70%** through increased accessibility.<sup>4</sup>



**SMART TIP**

Delight customers with smart lockers for faster in store pickup.



## Simplify the returns process to build loyalty.

**\$822B**

Returns market forecasted to reach by 2025.<sup>5</sup>



**Nine-out-of-ten consumers** buy again if product return process is easy.<sup>6</sup>



**SMART TIP**

Smart lockers enable quick and easy self-service returns your customers will love.



## Customers respond to innovative in-store experiences.

**90%**

of US shoppers make impulse buys.<sup>7</sup>

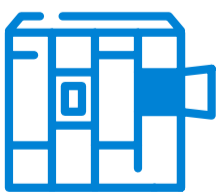


Radiant sales equal nearly **\$450-a-month/\$5,400-per-year.**<sup>8</sup>



**SMART TIP**

Surprise shoppers and boost traffic by offering self-service shipping from smart lockers.



Discover a myriad of innovative customer experiences with Pitney Bowes ParcelPoint™ Smart Lockers.

Learn more at [pitneybowes.com/us/lockers](https://pitneybowes.com/us/lockers)

<sup>1</sup> Radial "Post Pandemic Consumer Behaviors Here to Stay and Those on the Way Out," 2022

<sup>2</sup> eMarketer "Click and Collect Report," 2021

<sup>3</sup> Morning Consult study, 2021

<sup>4</sup> National Retail Federation Survey, 2021

<sup>5</sup> Allied Market Research, 2022

<sup>6</sup> [investpro.com/blog/ecommerce-product-return-rate-statistics](https://investpro.com/blog/ecommerce-product-return-rate-statistics)

<sup>7</sup> [shopify.com/retail/10-tactics-for-impulse-buying](https://shopify.com/retail/10-tactics-for-impulse-buying)

<sup>8</sup> [cnbc.com/2018/02/23/consumers-cough-up-5400-a-year-on-impulse-purchases.html](https://cnbc.com/2018/02/23/consumers-cough-up-5400-a-year-on-impulse-purchases.html)