



Talking with...

Don Edwards

Vice President of Grocery Development,
ECRS



Retail Leader: ECRS is bringing Catapult WebCart, a new type of click and collect system to market this spring, which you term as being data driven and having a shared business logic. What prompted your company to create and approach store pickup and delivery in this way? Was there a hole in the market just waiting to be filled?

Don Edwards: Today's tech-savvy consumers prefer options in their shopping experience, including the option of online grocery shopping.

Click and Collect, online shopping offers a huge opportunity to capture new customers, particularly millennials, providing a good deal of same store growth potential for regional and independent grocers. However, the current approach of using third party systems or services to build your online store presence is really a short term solution to a long term need. These systems are typically disjointed and expensive; they tend to be very manual, cumbersome and difficult to sustain. The result of poorly coordinated third-party eCommerce systems is a poor customer experience. ECRS took a different approach, we believe the transactions that occur online should be identical to those that occur on the retailer's website. This means that the business logic used to execute promotions, loyalty, e-coupons, taxes and prices on the online store should be identical to what would occur if the transaction occurred at the store. We call this approach a shared POS business logic. The data driven concept behind WebCart is to make it simple and seamless to startup and maintain. Using our data driven approach, the enterprise, the store, and the web system share the same database. This means that whatever item I add to my store, I can easily add to my webcart locations. This also means that customers can have better access to their historical purchases and see live on-hand values while shopping. On the setup side, Data Driven means that a store's web location can be up in running within hours and stay updated, with very little labor.

RL: What are some of the most important benefits Catapult WebCart offers grocery retailers? For example, are there challenges it can help these retailers overcome in the area of e-retailing that other systems on the market don't address?

DE: Unified pricing and business logic create a seamless Omni-channel experience, no matter if the customer shops online or at the store, they will receive the same transaction experience. For example Loyalty points can be accumulated or redeemed from WebCart. Another example would be that circular promotions will automatically fire on the web site just like they do at the POS, and start and stop as normally scheduled at the store.

- Extremely fast and easy-to use consumer interface with multiple menu sort options (based on current sale items, past shopping preferences, item attributes, item group, etc.)
- Automated system for order picking and verification
- Accurate, real time inventory reflected on website at all times, for each store
- At-a-glance, color-coded product attributes and ability to easily sort by attributes (Gluten-free, vegan, locally grown, etc.)

- Complex promotional combos
- Transaction recall for easy re-orders, suggested orders, and personalized item promotions
- Items can be easily added to the same transaction at anytime
- Complete loyalty integration
- Retailer controls all branding/design elements of website
- Allows for direct store pickup or store delivery.
- Multiple consumer built shopping lists. This means the customer can have a weekly list and perhaps a dinner party list.
- Customer can view past transactions, even if they took place at the store and not the web.
- Customer can view all of their pending e-coupons with associated special conditions and rules.
- Store selection with mapping and directions.

RL: What other systems does a grocery retailer need to have in place to be able to use the Catapult Web Cart application?

DE: This application is part of the complete Catapult® grocer enterprise system, which has a front store and back office software suite.

RL: Can you provide an example or two of how the store order picking or fulfillment processes work in real time?

DE: As online shopping for store pickup and/or delivery becomes more popular, ECRS realized that the item picking process would play a key part in keeping labor costs under control. With this in mind, we built many real-time functions into the Catapult Order Pick fulfillment system that are specifically designed to dramatically increase productivity around this new in store activity. Here are some examples:

- Pick Routing - Automatically organizes item picks in order of the store layout.
- Multiple Picks - The system allows for an unlimited number of orders to be picked/ processed at one time.
- Order Sorting - Automatically sorts orders by the customer's preferred pick-up time.
- Substitutions without re-ringing the sale - Order Pick allows the clerk to substitute and transact non-ordered items due to stock-outs, while relying on instructional notes provided from the consumer when they placed the order.
- Bag Labeling, Location, Tendering - When the clerk finishes picking the order(s), they print a label for each bag of groceries that contains the customer's first/last name, the total number of bags (e.g. 1 of 5, 2 of 5, etc), the transaction number, and a bar coded version of the transaction number. The clerk then places the bags in the appropriate holding locations.

When the consumer arrives to pick-up their groceries, a store employee opens the associated transaction on a mobile device, such as a tablet. Because the picking clerk entered the holding location numbers, the current employee knows exactly where the groceries are waiting. The employee then scans the barcode on one of the bag labels to open the transaction for payment. They deliver the groceries to the car where the consumer makes secure payment with a credit card or via tokenization.