



Developing GS1-compliant solutions for omnichannel 'click & collect'

David Smith, Head of Digital, GS1 UK
Andy Robson, Supply Chain Solutions, GS1 UK





Session Outline

- The global market for 'click & collect'
- How 'click & collect' works in reality
- Overlaying GS1 standards to deliver greater business value
- Working with solution partners to deliver GS1 compliance



New Retail Ecosystem

Consumers are demanding a **seamless, simple** shopping experience.

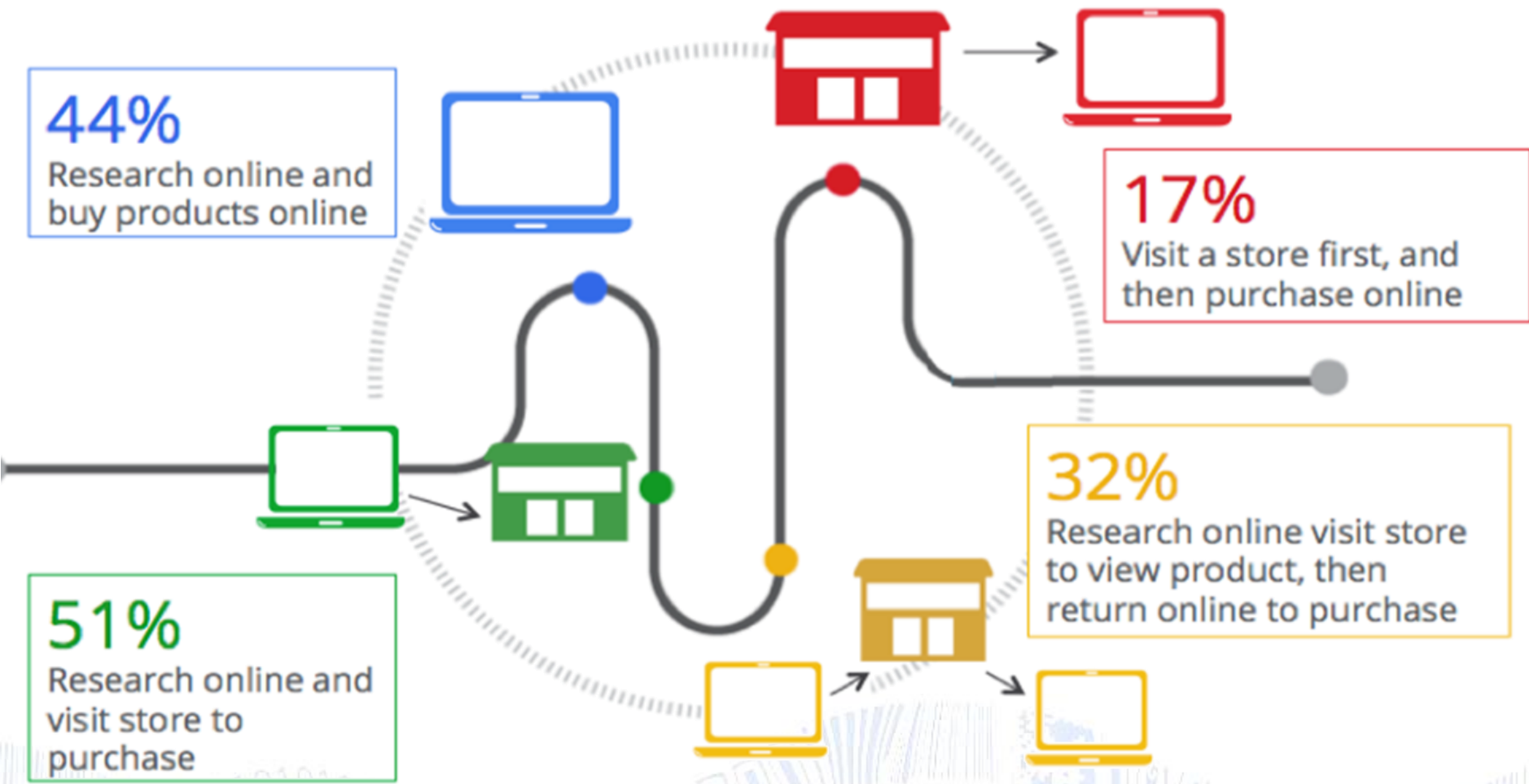
With expectations of:

- **Infinite choices** in assortment, price and fulfillment
- Increased amounts of **accurate** for decision making

***Access to any product,
anywhere, anytime from any device***



Smart Shoppers



Click & Collect enables retailers to merge the online and offline worlds.



barrier to shopping online is **COST OF DELIVERY**



online shoppers are deterred by **INCONVENIENT DELIVERY OPTIONS**

- Online shoppers who utilise click & collect:



35%



13%



5%

2 out of 3

of the Top 50 UK retailers **offer click & collect**

14%

of the Top 50 UK retailers offer **more than one** collection option

48%

of collections at a CollectPlus location take place **outside** normal 9-5 hours

35% → 76%
in 2014 in 2017

Number of UK online shoppers who self-collect

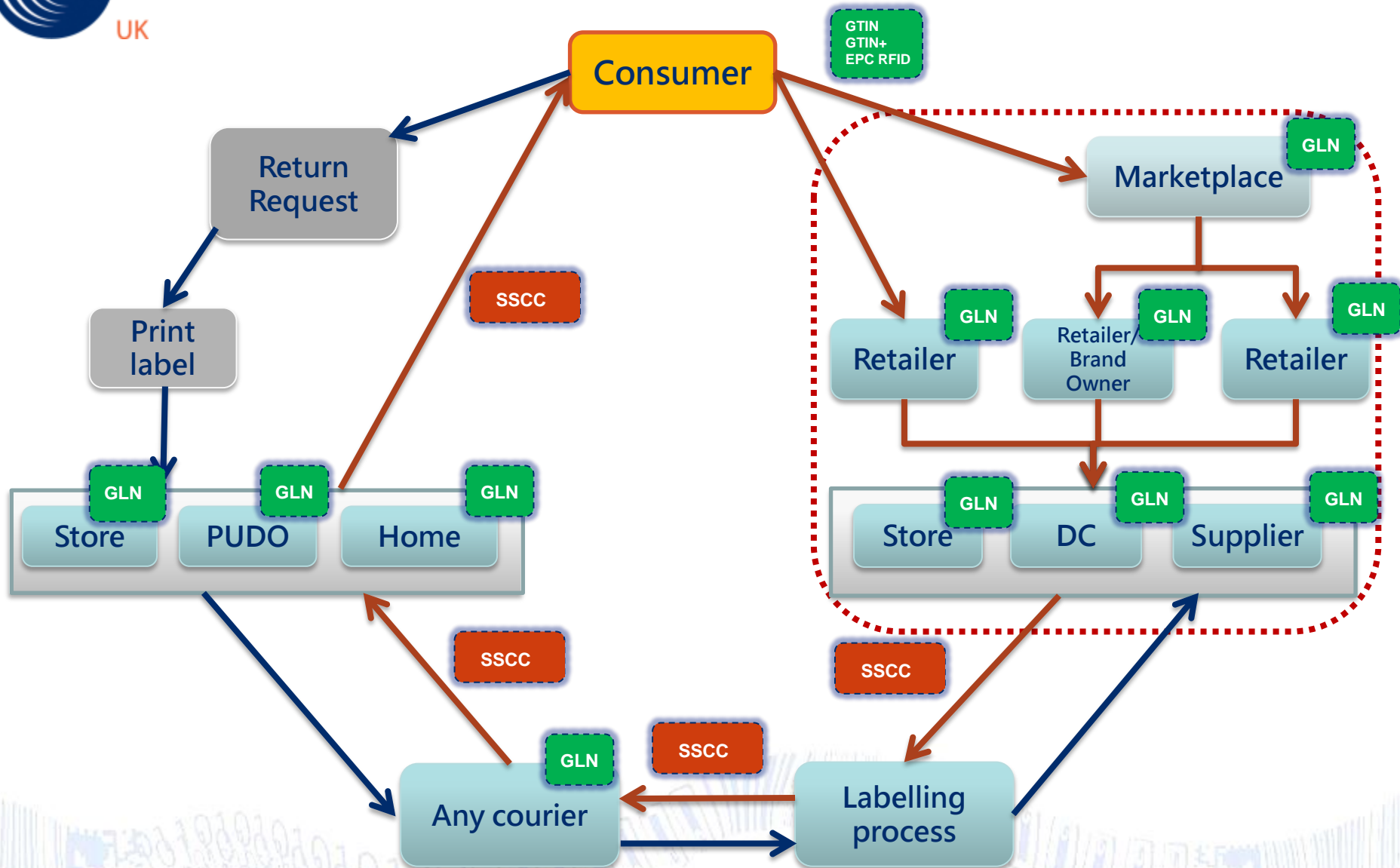
12%

of online shoppers collect from **THIRD PARTY** stores

4%

of online shoppers collect from a **LOCKER**

How 'Click & Collect' Works





Where it fits into GS1 UK Strategy...

Goal 1:

Drive significant value chain improvements through transformational programmes

Vital*

Goal 2:

Increase our value proposition to smaller businesses

Vital*

Goal 3:

Establish our reputation as an assurer of best practice in value chain processes

Vital*

Goal 4:

Membership Growth

Vital*



Where it fits into GS1 UK Strategy...

Goal 1:

Drive significant value
chain improvements
through transformational
programmes

Vital*

Where it fits into GS1 UK Strategy...

Strategy 1:

Embed GS1 standards as a **vital enabler** of omnichannel retailing

- * Position GS1 standards and the semantic web as part of 'future retail' (linked, structured data for enhanced product search)
- * Embed GS1 standards in mobile devices to support and enhance the seamless customer experience
- * Help members meet the challenges of new fulfilment methods such as Click & Collect
- * Engage retailers and their suppliers on standards development to provide product variant information to consumers



Where it fits into GS1 UK Strategy...

Strategy 5: Successfully enter the Apparel market



- * Finalise and activate a full market entry plan for Apparel, Footwear & Accessories underpinned by industry engagement and communications
- * Create a compelling proposition and roadmap of solutions and services based on how GS1 standards meet the needs of the industry
- * Support Apparel retailers in the implementation of Item Level Tagging (RFID) for stock management and anti-counterfeit
- * Establish a forum for industry leaders and influencers to drive efficiency improvements where standards have a role to play



GS1 UK Click & Collect Programme

- Promote use of GS1 keys (GTIN, GLN, SSCC) with 'click & collect' software vendors
- Develop 'click & collect' proof-of-concept with solution partner(s)
- Pilot test with existing omnichannel retailer(s)
- Promote further adoption of GS1 standards with new omnichannel entrants
- Encourage and support GS1 Global to promote similar approach with other MOs



תודה
Dankie Gracias
Спасибо شكري
Merci Takk
Köszönjük Terima kasih
Grazie Dziękujemy Děkojame
Ďakujeme Vielen Dank Paldies
Kiitos Täname teid 谢谢
Thank You Tak
感謝您 Obrigado Teşekkür Ederiz
감사합니다
Σας ευχαριστούμε ขอบคุณ
Bedankt Děkuje vám
ありがとうございます
Tack