



2017 JDA CONSUMER SURVEY

Could BOPIS Save the Store?

Even with the rise of e-commerce, more than half of shoppers prefer in-store over digital options. Services that promote convenience will be crucial to maintaining this majority.



BOPIS IS GAINING IN POPULARITY

Overall buy online, pickup in store use has grown nearly **43%** from 2015 to 2017!

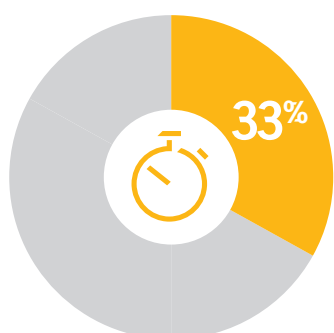
Respondents reporting that they used BOPIS in previous 12 months:



Why use BOPIS?

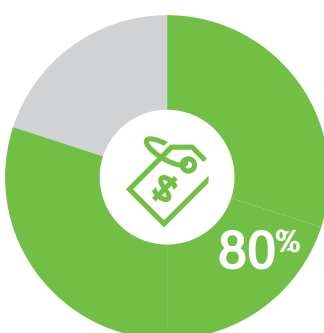


to avoid delivery charges



to get their purchases faster

A win for consumers AND retailers:



would consider using BOPIS for a price discount



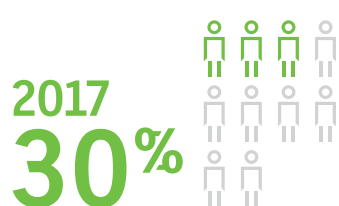
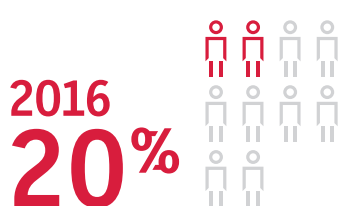
said they make additional purchases when using BOPIS

⚠ When consumers get a deal, retailers stand to drive more sales!

BORIS IS CATCHING ON

Buy online, return in store use has increased **50%** year over year!

Used BOPIS in previous 12 months:



Why use BORIS?

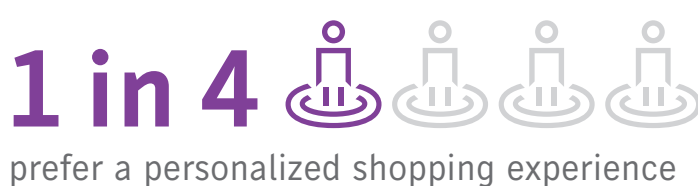


Easy returns still a top priority: **70%** prefer to return merchandise to a store

⚠ By offering shoppers the convenience of BORIS, retailers can snag the online sale, and drive traffic to their stores, encouraging further purchases.

CONSUMERS VALUE THEIR TIME

A quick and easy shopping experience where merchandise is in-stock is a bigger priority than a personalized experience.



Providing industry-leading solutions to drive performance and value with today's supply chain strategies

Customer-Centricity

Segmentation

Optimization

Organizational Alignment

Synchronization