

# Increase Engagement with Frictionless Buy Online, Pick Up in-Store Experience



## TRANSFORM THE CUSTOMER SHOPPING JOURNEY

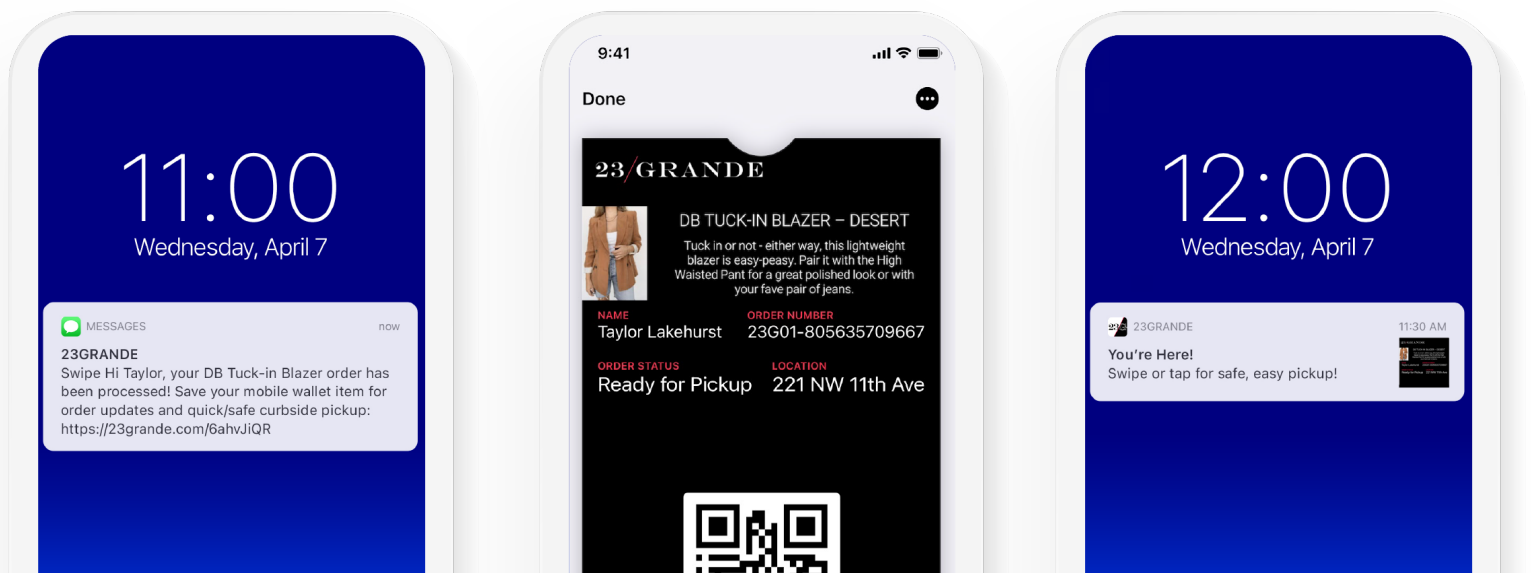
Online shopping has grown exponentially and brands need to stand out with their experience to drive repeat purchases. Consumers want a fast, secure and frictionless end-to-end shopping experience, including a personalized and seamless buy online, pick up in-store solution.

However, most brands that have embraced BOPIS (buy online, pick up in-store) are not coordinating the messages across channels, which results in an unorchestrated, irrelevant, or over-messaged customer experience.

## DESIGN A STREAMLINED SHOPPING EXPERIENCE

With Airship's Buy Online, Pick Up In-Store solution, marketers can increase engagement and brand affinity by designing frictionless and personalized BOPIS experiences that are orchestrated across channels. Trigger messages based on customer location, coordinate between channels and personalize each step for a truly unified end-to-end shopping experience.

- **Frictionless Multi-channel Experience:** Combine ease of online shopping with the immediacy of in-store pickup by coordinating messages and updates across Mobile App, Email, SMS and Mobile Wallet to drive repeat purchases.



- **Localized And Personalized Engagement:** Add location awareness to the BOPIS experience and show order pickup information when the customer is close to the store with location triggers.
- **Post Purchase Loyalty:** Grow brand loyalty and continuous engagement with post-BOPIS Journeys across different channels and provide customers with tips, surveys and exclusive offers while leveraging existing customer knowledge to personalize the messaging.

## KEY FEATURES

- **Personalization:** Use your existing customer data to personalize order updates based on customer preferences, purchases or behavior. A/B test different levels of personalization to optimize engagement..
- **Mobile Wallet Pass Delivery:** Deliver personalized customer order information and update it after pick up to drive repeat purchases. Use Adaptive Links to send passes from any channel and automatically adapt them to any device type.
- **Single Interface:** Design, deploy and manage BOPIS campaigns for all channels from one interface.
- **Airship Journeys:** Create cross-channel Journeys to deliver BOPIS experiences on channels customers are most likely to engage with.
- **Location Awareness:** Send order pick up information when a customer is close to the store with location triggers via Mobile Wallet or Mobile App.

- **Live Chat:** Start two-way real-time conversations with customers to provide exact directions for purchase pick up, offer assistance or resolve real-time problems.
- **Automation:** Improve BOPIS campaign response rates by automatically sending order updates in real-time.

## GROW CUSTOMER LIFETIME VALUE

Create meaningful and stress-free end-to-end shopping experiences for customers with a BOPIS solution that includes Mobile App, SMS, Email and Mobile Wallet.

- **ACQUIRE:** Deliver and update Mobile Wallet pass with new geo-targeted and personalized promotions.
- **RETAIN:** Send order updates on channels the customer is likely to engage on and show pick up information when they are close to the store.
- **GROW:** Drive post-purchase loyalty with cross-channel campaigns that highlight personalized upgrades, customer tips and loyalty perks.

Interested in learning more about the Airship BOPIS solution? Contact us today to get a demo.

**CONTACT US:** Learn how we've partnered with leading financial institutions worldwide to improve customer retention, lifetime value and cut costs.

