

Driving footfall & in-store spend for Debenhams via click & collect.

Innovative collaborations between online and traditional retailers present opportunities to improve the customer experience and build loyalty at both ends of the retail spectrum.

Doddle connects online and physical retail environments through its proprietary click & collect technology. Helping online retailers offer their customers convenient delivery options and turning physical retail networks into Doddle “hosts” to drive footfall & spend.



Background.

In April 2017, Debenhams approached Doddle to understand whether Doddle’s service could be deployed within their department stores as a means of driving new customers into its store network.

Following a successful trial period, Doddle’s click & collect offering is now available in nearly all Debenhams locations, driving new customers into Debenhams, daily.

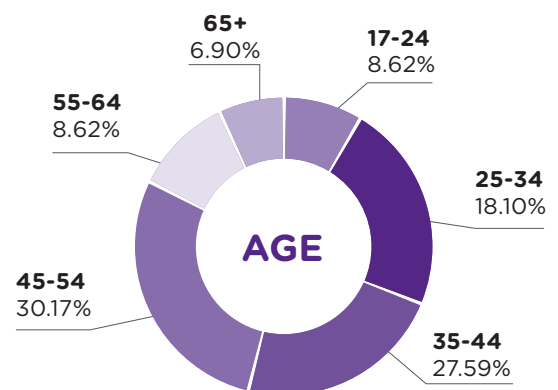
Debenhams’ brief to Doddle demanded a service that offered:

- Quick customer transactions
- No additional staffing requirements
- Intuitive processes for staff, quick and simple training
- Opportunities to market & promote to Doddle customers visiting Debenhams stores

Implementation.

Doddle devised a solution for Debenhams that would allow it to attract new footfall into its store without any significant impact on existing store operations.

- Staff complete quick digital training programmes to enable them to complete four simple tasks - collections, returns, book in and book out
- The solution has been optimised for millions of parcels to make it as simple and quick as possible for staff
- The Doddle app has now been deployed in nearly all Debenhams stores



Doddle customer age at Morrisons.



Duddle have made deploying and running its click & collect offer in our stores very easy. Whether that be in the installation and training, or supporting us operationally on an ongoing basis. We have seen great uptake from consumers with some locations processing over 100 parcels per day in the first few months, and we're starting to see that footfall converting into sales.

Ashley Ironside
Store Services Manager,
Debenhams

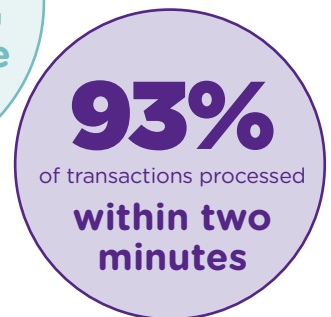
Conversion results.

In evaluating the success of the solution, Debenhams reviewed transaction data from the promotions targeted to Duddle customers.

The results were overwhelmingly positive:

- During the trial period over **150,000 Duddle customers chose a Debenhams store** to pick up or drop off a parcel
- Almost a third (30%) of customers went on to make **additional purchases in-store** with an average basket value of £25
- Nearly half (40%) of transactions made by Duddle customers were **new customers to Debenhams**

Operational Impact.



Thanks to this ground-breaking partnership, customers now have the convenience of being able to collect and return their online shopping from over 50 retailers at Debenhams while discovering our re-imagined shopping experience. Partnering with Duddle was the natural choice. Their leading tech allows us to offer a seamless click & collect service whilst their focus on customer service aligns perfectly with ours. The fact the partnership has driven six figure parcel volumes within the first few months of trial is proof we're providing a service UK consumers really value.

Ross Clemmow
Managing Director, Retail, Food, Digital & Events
Debenhams