CurbsideConnect
By VISIONET

Secure and seamless SMS
communication between
customers and **retailers** for
convenient curbside pickup

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The New Normal: Curbside Commerce

Consumer presence in the digital marketplace is constantly shifting as people are increasingly opting to shop online. Retailers are adopting a blend of digital and physical interactions around the shopping experiences they offer. This change boosted by COVID-19 has the power to alter the buying behavior of consumers – a change that will remain post-pandemic.

With safety as one of the foremost concerns and social distancing SOPs in effect in this new normal, retailers are launching or improving their contactless delivery and curbside pickup services.

Curbside pickup services are gaining more traction in retail.

- They are convenient and quick for the shoppers, cost- effective for the retailers.
- The transaction can remain contactless; adding a layer of safety expected and required by customers.
- Savvy retailers will use this disruption as an opportunity for innovation.
- They have proven to be an easy and convenient alternative fulfilment option for many retailers.
- Since all shoppers have unique preferences, providing flexibility and choice is the key to delighting customers.
- Every customer opting curbside pickup translates into shipping cost savings which means higher margins for the retailers.

Power your ERP with best-in-class communication integration for a streamlined curbside pickup experience

▶ The Challenge

Enhance curbside pickup experience for the customers who want a prompt and precise communication of their order's status along with speedy and accurate delivery, all in the while exercising the necessary safety precautions.

Efficiently manage all the load that has shifted from physical to contactless delivery while ensuring smooth fulfilment and same level of convenience to the customers.

This can be achieved with near real-time, seamless and two-way communication between customers and retailers.

Introducing CurbsideConnect

Visionet's CurbsideConnect is a communication-centric pickup solution for Microsoft Dynamics 365 customers to provide seamless, precise and near real-time two-way SMS communication between customers and retailers right from order placement to curbside pickup.

Leveraging powerful integration with Twilio®, it enables easy order processing via SMS communication between associates working in the stores and customers in their vehicles outside.

Seamless Communication

CurbsideConnect enables seamless communication between customers and retailers. Secure Twilio® integration with Microsoft Dynamics 365 POS enables a smooth SMS communication flow from order placement to curbside delivery.

Near Real-Time Notifications

From the order being received at the POS to pickup, packing and delivery, customers are notified and kept informed of the status of the order at every step of the fulfilment process.

Transactional SMS

Send account-related alerts or notifications as well as automated customer care messages such as customer satisfaction surveys to your patrons.

SMS-Driven Order Processing

When customers place an online order and opt for curbside pickup at checkout, it is generated at the store's Dynamics 365 POS and driven by SMS communication between customers and associates until the completion of the fulfilment cycle.

Custom Messaging

With the plain text editor, associates can send custom SMS messages to any number attached to the order for more personalized communication.

Intuitive Order Management

Configurable SMS templates enable the integration of a customized messaging flow to your order fulfilment process from pickup to curbside hand-off. Associates can easily mark the status of the orders through an intuitive interface as they pick, reject, pack and deliver the orders to the curbside.

Secure Customer Database Management

Securely store customer name, phone number and order-specific SMS communication in the database – in compliance with consent to communicate with customers and store their data.
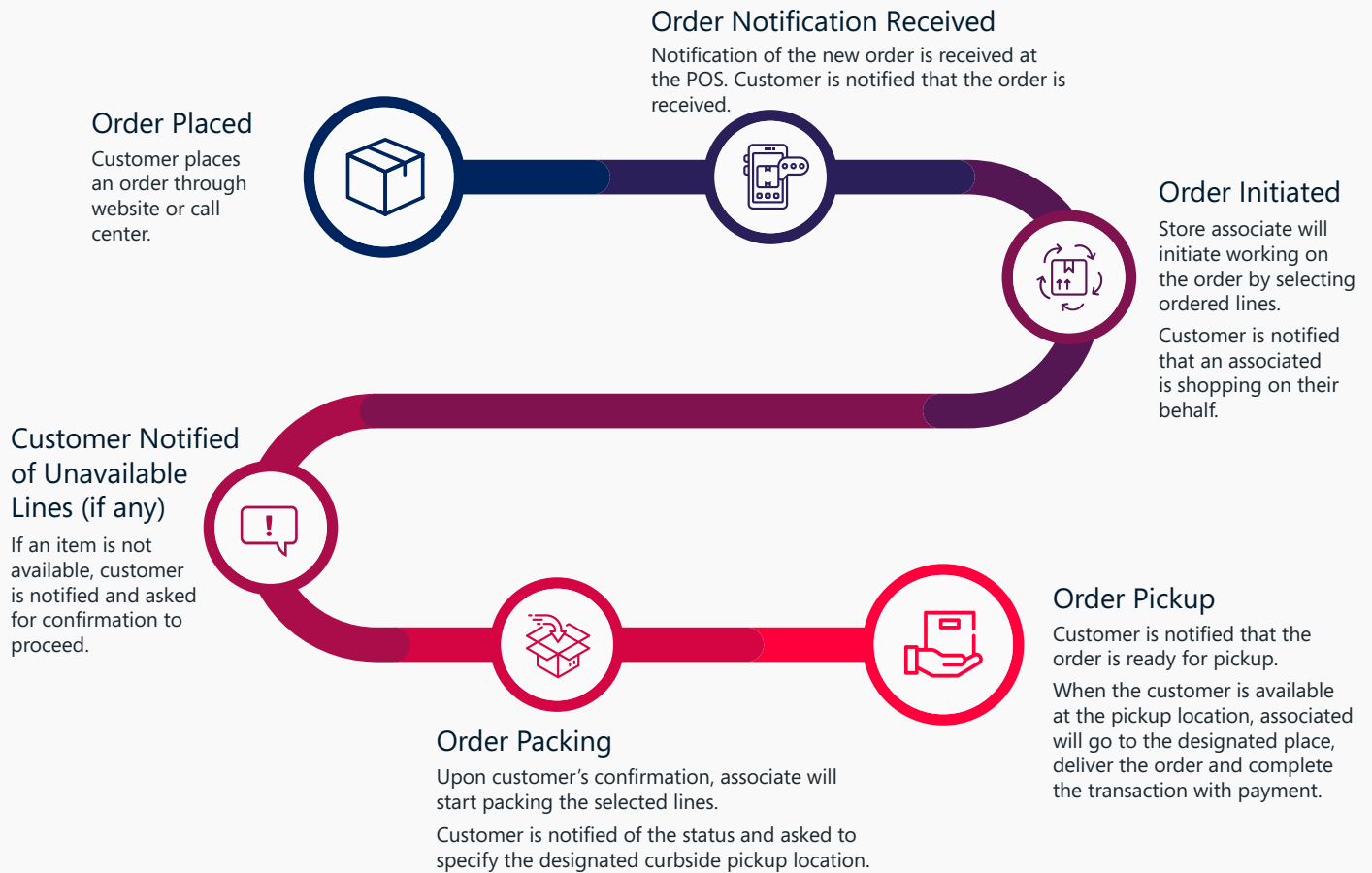
Multi-Store Order Pickup

Lines from a single order can be picked up from multiple store locations to streamline order processing as well as enable convenient and fast order fulfilment.

Note: Retailers would need to acquire Twilio® SMS services including either Long Codes or Toll-Free numbers. Each phone number will be tied to a single retail store.

► How Does it Work?

Order Notification Received
Notification of the new order is received at the POS. Customer is notified that the order is received.

Order Placed
Customer places an order through website or call center.

Order Initiated
Store associate will initiate working on the order by selecting ordered lines.

Customer is notified that an associated is shopping on their behalf.

Customer Notified of Unavailable Lines (if any)
If an item is not available, customer is notified and asked for confirmation to proceed.

Order Packing
Upon customer's confirmation, associate will start packing the selected lines.

Customer is notified of the status and asked to specify the designated curbside pickup location.

Order Pickup
Customer is notified that the order is ready for pickup.

When the customer is available at the pickup location, associated will go to the designated place, deliver the order and complete the transaction with payment.

► About Twilio

Learn more about Twilio! Contact Twilio Sales.

Twilio is the leader in Cloud Communications – powering 190k+ customers, across 120+ countries, with more than 8+ million developers actively budiling unique experiences on a daily basis. Twilio is now powering cities and states to combat COVID-19 challenges. For example, the New York City is now tracing 14 million citizens to track COVID symptoms while providing tailored communications for each New Yorker. Very similarly, Retialers are partnering Twilio to provide tailored communications for each customer for curbside pickup, account notifications, order updates, and much more.

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