



5 Effective Strategies to Elevate Shopper Loyalty



Elevating Shopper Loyalty: The eCommerce Leverage

Offering a best-in-class shopping experience is table stakes when it comes to the omnichannel experience. As more and more shoppers seek an elevated experience that combines convenience, speed, and quality service, retailers must search for new ways to foster customer loyalty.

The post-pandemic world has already proven that a strong eCommerce strategy is integral to any successful retail operation. In fact, the eCommerce fulfillment experience is a critical differentiating factor when it comes to a matter of choice between retail operators in the minds of the shopper.

But In-store Online Fulfillment (ISOF) comes with a set of unique challenges: real-time inventory visibility, order fill-rates, marketplace order aggregation, and Made-To-Order ingredient preparation.



At Upshop, we've arrived at a high reward-low lift matrix to up your eCommerce fulfillment game. In this essential guide, we walk through 5 key fulfillment strategies that will transform your shopper experience.

Strategy #1

Reduce Substitutions

Optimizing eCommerce fulfillment processes begins with customer satisfaction, so let's address a major pain point for all retailers when it comes to eCommerce: Substitutions. Shoppers who order Oat Milk and receive Whole Milk instead, are often first struck by the lack of empathy from the retailer for their dietary preferences. Stop losing shoppers who aren't pleased with substitutions. It is possible to greatly reduce and even eliminate instances of substitutions.





Strategy #1

Reduce Substitutions

The first step grocers must take is creating a comprehensive inventory management system. Synchronizing inventory across every aspect of the business—in-store, online, backroom—eliminates guesswork when it comes to eCommerce fulfillment; ensuring the retailer knows what's in stock, what will be in stock, and what's OOS. Every day, down to the second.

Consider systems that leverage inventory intelligence: using historical data, AI, smart ordering and predictive analytics to maintain a consistent inventory cross-store. These types of solutions will eliminate substitutions once and for all.

Inventory visibility is key not only to your retail operations, but to the online shopper who selects an item for fulfillment and expects to get that exact item in their order.





Pro Tip

Upshop's eCommerce orchestration solution provides retailers with to-scale visibility into store inventory, projected orders, and incoming orders, allowing you to take charge of eCommerce assortment, thereby fulfilling shopper orders with reduced substitutions. The solution's ability to pull in real-time data ensures that what shoppers see on 3rd party marketplaces or your store's mobile app is accurate; making it simple to hit order fill-rate metrics and customer satisfaction rates simultaneously.



Strategy #2

Implement Conversational Commerce

Owning eCommerce fulfillment allows you to solidify consumer relationships by remaining transparent—and for shoppers who opt to order online and pickup in-store, conversational commerce is critical in building that trust.

Keep customers notified through order prepping, picking, packing, and delivery with notifications around precisely when the order is completely packed, when it is ready for pickup, and the zone where it's placed for pickup. Offering in-store pickup allows retail operators to completely own branded omnichannel; creating a white-glove experience shoppers won't soon forget.

Customers dislike surprises when it comes to substitutions or out-of-stocks; when you build transparency around both, you gain the trust crucial in retaining lifetime shopper loyalty.

With conversational commerce, you are ultimately delivering a surprise-free fulfillment process that ensures long-term brand integrity.





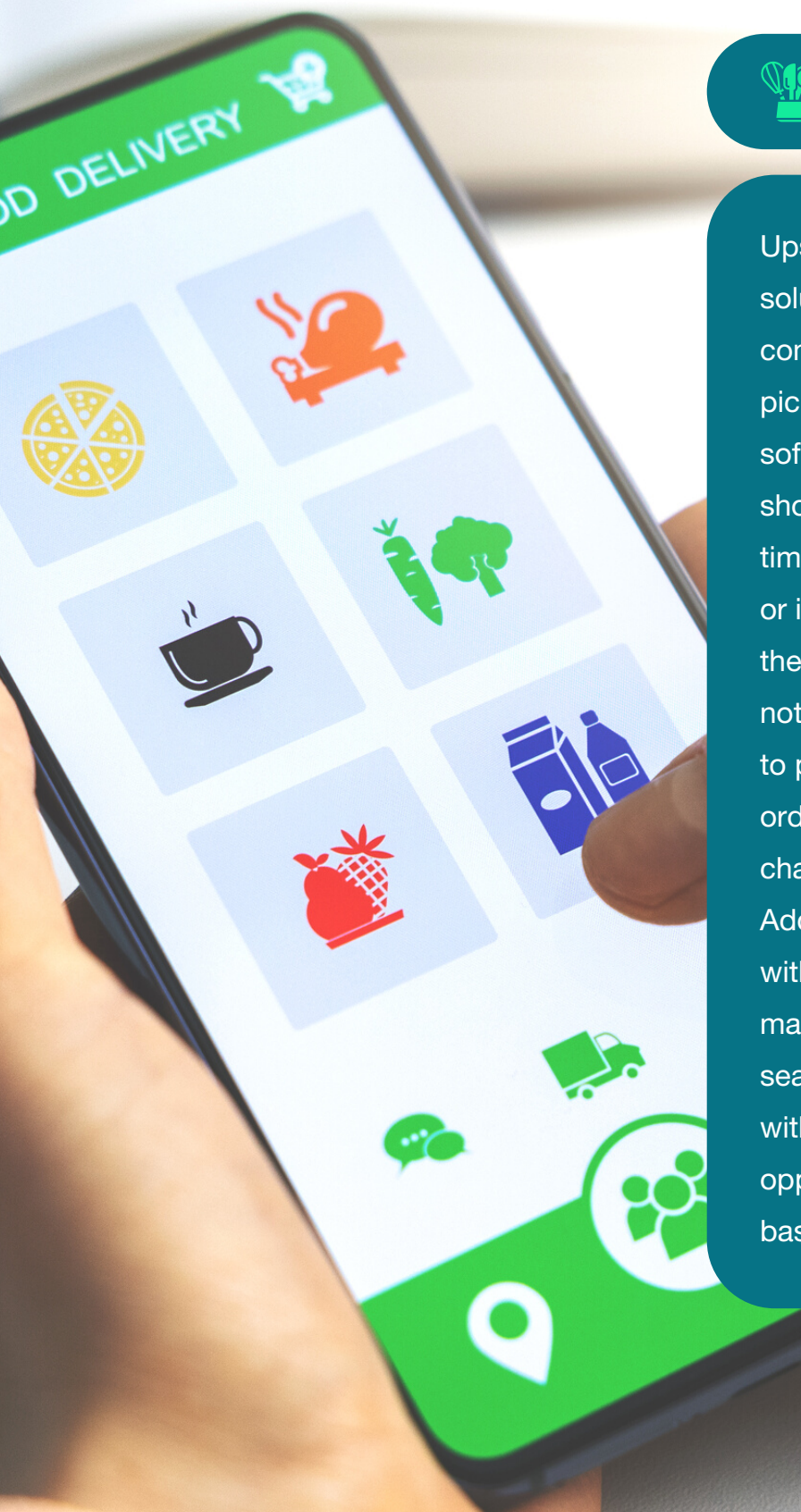
Strategy #2

Implement Conversational Commerce

You're also getting in front of higher sales: Conversational commerce creates space for major upsell opportunities like impulse buys, allowing shoppers to add promotional add-ons or similar items to their existing order.

Targeted notifications from the associate to the shopper regarding promotional items—"Would you like me to add pumpkin bars to your order"—customer activation can increase in the range of 50% to 75%. Enormous win for basket size! Perishable, pre-made, and bakery items specifically win when it comes to impulse buys, resulting in a similar win for fresher eCommerce assortment.





Pro Tip

Upshop's eCommerce Fulfillment solution specializes in communication between store pickers and online customers. The software allows associates to notify shoppers on the order process and timeline, enabling a smooth curbside or in-store pickup. Upshop enhances the grocery experience with real time notifications, allowing the customer to plan for order pickup or align order delivery to accommodate changes in their schedule.

Additionally, associates can chat with shoppers in real time to easily manage any substitutions or seamlessly add items that pair well with their order, increasing upsell opportunities and creating larger baskets with every order.



Strategy #3

Expand Fresh Assortment

Grocery Dive reports that regional grocers will significantly increase fresh food assortment in the coming years to stand out against larger competitors.

Current offerings of 60%-80% shelf stable products and 20% perishable are about to undergo a paradigm shift. Changes in omnichannel mean shoppers expect to buy fresh lettuce, rotisserie chicken, yogurt, and laundry detergent all within a single order pickup.

This puts the onus of offering the entire gamut in an effective and accurate manner on the retailer. Additionally, differentiation between retailers is primarily reliant on the fresh assortment they offer to customers—in-store and online. Including pre-made and made-to-order items such as

sandwiches, rotisserie chicken, and soups is going to be critical when it comes to elevating shopper loyalty. Ensure you include fresh items that match local preferences in your online assortment, and watch customer satisfaction soar.





Pro Tip

Upshop's Total Store Platform allows retailers to work backwards when it comes to made-to-order items.

Upshop solutions inform kitchens of precise ingredient requirements, making it easy to procure from suppliers and prepare those specific recipes and service orders—all with maximum inventory visibility and minimum food waste. Project eCommerce orders with ease and help your kitchens plan to service orders. Delight shoppers with on-time, accurate, and fresh orders: every single time.



Strategy #4

Aggregate Marketplace Orders

It's no surprise that shoppers will flock to the next best fulfillment app that provides deep discounts and pairs well with apps that are already a part of their daily usage ecosystem. E.g. Uber Eats, DoorDash, Instacart. This forces retailers to not just be present at each of these marketplaces, but also consider aggregating those orders to optimize supply chain operations—and not to mention the immense challenge of delivery time.

Getting each of these done right boosts shopper loyalty and stickiness exponentially and every retail operator almost gets 2 out of 3 done right. The key to checking all the boxes is implementing the right technology. And a software solution should help just-in-time fulfillment and anticipate those orders in the right quantities to help you prep your backend.

Omnichannel has become incredibly complicated, and it's not simplifying anytime soon. Equip your stores with the right tools to stay on top of the complexity of 3rd party marketplaces and keep the eCommerce experience consistently positive.





Pro Tip

Upshop allows retailers to efficiently aggregate marketplace orders, forecast fulfillment demand for pre-made and made-to-order items and line them up by time of expected delivery, and even use temperature monitoring to ensure the best possible kitchen-to-cart experience. Gain confidence in knowing that next time your shopper orders a rotisserie chicken online, it will be warm and ready to go when they arrive to pick up.



Strategy #5

Streamline Order Picking

At a time when the retail industry is going through one of the worst labor crises it's seen in the last 50 years, owning your own fulfillment process might seem counterintuitive. But the benefits far outweigh any cost concerns. At the outset, it gives you more flexibility when it comes to scaling up/down picking and packing as needed. This is especially important when beginning to own your omnichannel experience and want to monitor fill-rate accountability with store teams.

Implementing batch-picking, complimentary item picking, and task management software will help align your workforce and make the job easier, start to finish.

Providing software with intuitive UI that optimizes time rather than bog down efficiency with complicated tasks is critical in putting your associate first: building a shopping experience that's friendly and delightful for everyone.





Pro Tip

Upshop's award-winning forecasting solution allows you to predict eCommerce orders with precision, considering seasonal fluctuations in both inventory and staffing. Bringing real-time inventory, projected orders, and staffing requirements into a single view allows retailers to handle the complexity of eCommerce fulfillment with ease. Upshop optimizes the picking process for associates through batch-picking, product recommendations, and streamlined pick paths that maximize time spent on the retail floor.



Owning eCommerce

Omnichannel grocery consumers shop more frequently and spend up to 20% more than in-store only consumers. It's time to take eCommerce to the next level and retain loyalty in those shoppers.

Taking charge requires more than just providing excellent quality products and services; it requires building relationships with customers through delightful fulfillment experiences. Which means engaging in conversational commerce to keep shoppers updated through the fulfillment process and reducing substitutions in their orders; offering an expanded fresh online assortment; and aggregating orders from marketplaces.

With these strategies in mind, retailers can run a highly successful eCommerce operation that focuses on strong consumer relationships that drive higher sales volume over time. Ultimately, owning eCommerce fulfillment is key to driving loyalty among shoppers now and into the future.





Upshop has been building store operations technology for 30+ years to provide simplified, smarter, more connected SaaS-based solutions for retailers and associates. Technology solutions in Fresh, Center, eCommerce, and DSD have synchronized to form a singular platform that delivers end-to-end visibility, increased sales, major waste reduction, and streamlined labor efficiencies.

Upshop eCommerce Fulfillment is built for the efficient prepping, picking, and packing of online orders. Empower your employees with usable software and gain full visibility into cross-organization ordering to evaluate changing needs. Enhance your online customer experience and drive long-term loyalty regardless of fulfillment method.

