

## **BOPIS Curbside Customer Enrollment Guide**

Your customer has found a product online, and they've discovered what they want is in your store. **NOW** is when you make a customer for life.

There's no doubt your staff is already excellent at customer service. They know how to listen, guide, and advise your customers to a fantastic shopping experience. But in store pick up from online sales is a new type of experience, and possibly a new type of customer. Here are few tactics to ensure that your process and your staff turns this one-time customer into a loyal, repeat fan.

### **1. Respond**

With the realities of midnight shopping and busy times in the store, consider automating the first acknowledgement.

- Definitely "brand" this automated response with the style of your store - visually and verbally.
- Definitely, say thank you and provide next steps for the customer (including your location, hours, phone number and what they should say when they come in to pick up their purchase).
- Follow up with a personalized email or text, as appropriate.

### **2. Establish an internal process for online orders, including a dedicated location for online purchases and holds**

Ensure pick up is seamless for you and your new customer. Establish a place and process to centralize this for your store. Be disciplined about following this protocol, and make it something you're proud of, that your customer will remember and that your staff will be able to make repeatable. WE are establishing trust and an expectation, and also, differentiating your brand through this experience.

### **3. Do something special and unique to your brand with each purchase**

Did your new customer order an ice axe? Toss an invite to your shop's ice climbing clinic into the bag.

Be sure to train your staff to mention it, too. In person, they can determine if your new customer is a seasoned expert or new enthusiast. Would they be interested in local climbing spots or would a checklist for developing their kit be more appropriate to their experience?

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Include a thank you note. Handwritten is great, but a pre-printed, hand-signed note works just fine. Tell them thanks for shopping locally, via [Locally.com](https://locally.com). Perhaps let them know a bit about your shop's specialties, especially as they may relate to their purchase. Include an incentive to come back and shop again. It doesn't need to be a discount; it can be a heads up on a special service (like ice axe sharpening or boot-fitting) that you provide. Make it unique; make it you

#### **4 - Train your staff how to communicate with these new customers, by understanding their expectations**

Especially at first, this new sales channel may feel like extra work to your staff. Realize, also, that it may feel a little foreign to the customer, as well.

- Make sure that your entire staff knows that you're selling online via Locally.
- Recognize that even though the customer has made a purchase, this is truly your shop's FIRST opportunity to make a great impression.
- Train your staff to be especially in tune to your customer's desired outcome. Do they want to dash in, pick up their gear and dash out? Great! Provide that convenience. Do they want to shop around and have their pre-purchased gear waiting at the checkout? Great! Provide that space. Do they want to ask questions about how to use their new gear? Great! Provide that expertise. Your staff's number one goal needs to be completing this customer's individual shopping experience in the most exceptional way.
- Train your staff to always say thank you and ask if there is anything else they can help the customer with. This may be retail 101, but the new process can sometimes throw people off.

#### **5. Email follow up**

A sale on Locally provides you with something incredibly valuable: your customer's email. Do not abuse this privilege, but also don't neglect this opportunity.

You have an email address and you know what they purchased. Working with your email management or CRM system, plug in follow up emails. Just like your in-person communications, these emails should always be focused on how you can support your customer to do what they love. Share ideas, stories, events, relevant local news, sales, product premiers, and cool industry news around innovation and accomplishments. And co-promote Locally. They've already used the service once. Keep refining your buy online/pick up in store process to keep it seamless and convenient for them to use it repeatedly.

Take the time to segment your audience based on their purchases, too. If they bought a transceiver, send them alerts for backcountry skiing film festivals, new product arrivals, and avalanche awareness courses. Give them insider access to sales and shop events

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Make sure you're keeping inventory current, and being responsive to consumer requests from email and social media, or any other channel you've set up for your consumers to reach out to you regarding BOPIS.

Specialty retailers and brands already excel at taking care of their customers. The Buy Online Pick Up In Store, or Curbside customers may be a new breed, with the same passions. A little understanding and a lot of listening will turn these new customers into devoted, repeat fans.