



HALFORDS

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Samantha Preece, Head of Digital Customer Experience at Halfords

HOW TO IMPROVE THE INSTORE SHOPPING EXPERIENCE FOR ONLINE SHOPPERS?

Halfords was keen to don the yellow jersey and set the pace in the world of click and collect, while enhancing the brand’s reputation for great customer service.

The retailer wanted to join up their online and offline offering to help create a seamless shopping experience for their customers and bring More Good Days to the business by improving productivity and arming staff with relevant product information.

Samantha Preece, Head of Digital Customer Experience at Halfords, explains: *“Click and collect is very important to our online customers; it makes up over 90% of our online orders and we want to ensure that the customer journey is as smooth as possible, from online right through to the collection of their orders in store.”*



USING THE POWER OF WEARABLE TECHNOLOGY TO CREATE A QUICK, CONVENIENT AND CONNECTED CLICK AND COLLECT SHOPPING CYCLE.

By quickly creating the world’s first smartwatch-enabled click and collect service at its store in Leamington Spa, Halfords was able to deliver More Good Days to their customers, increase their collection rate and create a key differential between themselves and the competition.

Samsung supplied smartphones, tablets and smartwatches, which use Red Ant’s Red Connect platform, to alert staff when a customer arrives to pick up their order.

Matt Parsons, Retail Business Partner at Halfords Support Centre, was impressed with the innovative way the smartwatches streamline the purchasing process:

“Things like this are quite exciting and pioneering. The colleague will get an alert on the smartphone or smartwatch in the store, with great information about the product that’s been ordered and with an image to make sure we pick the right product off the shelf for the customer.”

Matt Parsons, Retail Business Partner at Halfords Support Centre

“We’ve had some fantastic feedback from our customers as well in terms of speedy response times in store and the seamless integration with their online customer order process,” adds Preece.

And it’s not just speed and efficiency our tablets, smartphones and smartwatches are helping to improve. By bringing together the online and offline experience via smart technology, Halfords’ in-store staff are better equipped to engage with customers about their entire product range, helping the business sell more items, as Preece says: *“One of the useful parts of the functionality was the ability to pull through product recommendations from the Halfords website. It allowed our colleagues to engage with the customers in terms of other products.”*

Having impressed in Halfords’ Leamington Spa store, the company is keen to rollout the click and collect service, and our technology, across the county – bringing the best of its online environment into its stores.