



Successful Buy Online Pick Up In Store (BOPIS) Solution Implementation

Client Challenge

The client is a \$650 million home décor retailer operating 425 stores and e-commerce. The retailer supported traditional in-store sales and shipped goods from distribution centers to customer locations and specific stores for in-store fulfillment. The client wished to implement a 'buy online pick up in store' (BOPIS) solution. The retailer specifically wanted to pick orders from local store assortments and have the items ready for customer pickup on the same day (within 3 hours of order placement).

Given the process complexity and integration requirements, the BOPIS solution touched almost every aspect of the business and most systems. The challenge was to build the technical functionality across all related systems (e.g., website, OMS, POS, ERP) and make sure that the stores had accurate and sufficient inventory to support the new BOPIS business process.

Parker Avery Solution

The Parker Avery Group was engaged to support the BOPIS solution implementation. The firm provided project management, business process expertise, and quality assurance (QA) testing leadership.

The Parker Avery team led all stages of the solution implementation from helping gather the business requirements through go-live. Specific Parker Avery responsibilities included:

- Led business requirements gathering and development of overall design documentation
- Drove development delivery timelines
- Planned QA testing strategy, organized QA testing team, and oversaw implementation of overall test execution
- Planned and supported the BOPIS pilot and rollout of groups of stores
- Tracked issue identification and resolution during testing cycles leading up to going live
- Performed project management activities, covering planning, resource management, executive communications, status updates, and project financials

RESULTS



PROJECT GOALS SUCCESSFULLY ACHIEVED



POSITIVE CUSTOMER REVIEWS RECEIVED



BOPIS ASSORTMENT EXPANDED

The team delivered the BOPIS solution implementation on time, on budget, and with an extremely high level of quality with very few issues after going live. Customers are actively using the new process and have given exceedingly positive reviews. The marked customer interest in BOPIS has prompted the retailer to add more eligible SKUs to their BOPIS assortment.

