Online Shopping Concepts

Website
E-Commerce Platform
Curbside Pickup & Delivery

E-Commerce Proof of Concept - COVID-19 Pandemic
- Phone Shopping
- Facebook message list or online form
- E-commerce platform

Online Shopping Setup Guide
https://www.ruralgrocery.org/learn/publications/guides/Ecommerce_Guide_Rural_Grocery_Final.pdf

Website

Cost
- URL/Domain
  - One time cost
  - https://www.godaddy.com/
  - You may decide to buy multiple domains related to yours (e.g. the .com and .net, etc.)
- Hosting
  - Monthly fee
  - Depends on needs aka what the website will be used for
  - If used for e-commerce, PCI compliance applies
    - PCI compliance aka encrypted and tokenized payment gateways
    - Host at Rackspace or somewhere similar that offers a PCI compliant environment
- SSL - Encrypt all pages with SSL Symantec EV Certificate (formerly VeriSign)
  - Annual fee per domain
  - Required on ecommerce pages, not required on other pages but is still encouraged

Setup
- Minimum landing page / temp website
- Button for "Order Online" that can redirect to ecommerce site

E-Commerce Platform

E-Comm Options

- POS module or separate system
    - Pro for module: all POS changes you're already making are automatically reflected online
        - Your existing item file will drive what shows online
        - Update items so they show or not
            - Item Movement (ex: haven't sold in over 12 months)
            - Manual review
    - Pro for separate system: Cheaper and faster to setup and rollout
    - Ask for quotes / recommendations on the range of services available
        - Your existing POS provider
            - Or you may select a POS provider knowing you eventually want to expand into their ecommerce module
        - Your grocery warehouse
            - Follow up with ecomm platforms recommended to schedule a demo of their services and discuss cost and setup time
- Payment methods you accept
    - SNAP (EBT) & WIC? Ask in your area if you can accept these online
    - Cash and check (liability)
    - Credit / debit cards (preferred)
    - Gift cards (ideally your gift cards will be accepted through your online store)
- Customer payment data to be stored (creates a liability for data to be stolen/hacked)
    - Best practice: don't save customer's cardholder data
- Checkout as guest (lose loyalty data tracking abilities)
- Age specific items like beer or tobacco
    - Processes for Curbside Pickup & Delivery for orders containing age-restricted items
    - Option to not allow these items through online sales
- Curbside pickup and/or delivery
    - Training your customers on curbside pickup procedure

E-Comm Setup - Your Action Required

- Pictures for products
    - Ecomm provider may have some pictures but the vast majority will not be populated
    - POS report showing products without pictures
    - Wedge scanner process for renaming photos for upload
    - Storing images by proper name (usually UPC) in the designated folder
    - Running process for populating images

- Shelf Locations
  - Without shelf locations the shopping list will sort by UPC or name etc and is very difficult for the shopper
  - Deciding your picking ticket preferred order - most efficient walk path
    - Pick frozen and refrigerated last so they're not out of the cold for long
  - Scanning in shelf locations
    - Unique location for each 3' section
    - Start at top left and go item by item, shelf by shelf
  - Multiple shelf locations
    - Squeeze ginger in produce section and international cuisine section
    - Main location - where do you want the item shopped from?

General Order Flow
- Customer places order
- Store gets email of new order
- Print picking ticket and shop order, making note of any substitutions or out of stock
  - Can call the customer to discuss if needed
- Pull up the online order on the POS, make adjustments for
  - Substitutions - void off ordered item and scan on the substituted item
  - Out of stock - void off of order
  - Weighable items (meat, produce, bulk anything)
    - Example: Deli Meat ordered 1# but chances are the finished package will be slightly different like 0.97# or 1.05#. Modify weighable items to reflect the exact weight of the customer's purchase.
- Finalize payment
- Customer gets email with their finalized receipt (reflecting modifications)
- Based on the customer's scheduled pickup or delivery, the order goes out

Curbside Pickup & Delivery

Storage shelving for completed orders in correct temps
- Dry Goods
- Refrigerated
- Frozen

Quality Assurance in Storage
- Letter Set (A, B, C, etc.) Containers so orders don't mix
  - Container sets include 3 boxes for: dry goods, refrigerated, and freezer
    - Easy option - use old freight boxes (produce, egg, and meat boxes are generally the most likely to hold up over time)

- ○ Use a White Board with slots for each letter set of boxes where you can write the person's name who will be picking up the order
- ○ All three boxes get put away / and collected for each order

Storing BIG Orders
- ● Extra pieces that don't fit in the box (e.g. 3 cases of water)
    - ○ Include a large colorful card in the box "Extra Pieces"
    - ○ Put a sticker label on the extra pieces denoting what letter box set they belong to
- ● Using two sets of boxes
    - ○ Include a large colorful card in the box "TWO SETS"
    - ○ On the White Board label each letter set with (1 of 2) and (2 of 2)

Delivery
- ● Delivery is often a competitive advantage - even if you are only shopping for a few people over the phone. The non-driving population really appreciates this service.
- ● Which routes make sense is a matter of demand
- ● Delivery Fees and / or Minimum Order Value
    - ○ Example 1: In town $5 and further out $15
    - ○ Example 2: In town minimum $25 and further out minimum is $75
    - ○ Example 3: In town free delivery with over $50, further out free delivery if over $100
- ● **Template: Mod7_2 Delivery Route Schedule**