

Semi-automated delivery point

Automaton and customer servant(s)

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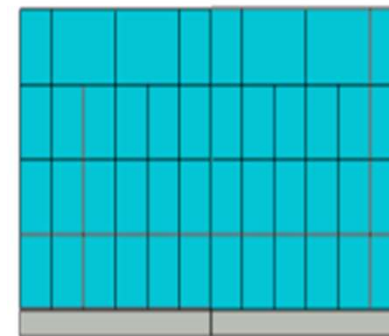
Manned delivery point

- One idea behind a click & collect service is that customers can save their time
- There may be a long queue at a manned delivery point, which deteriorates customer satisfaction
- Quickness of collecting shopping is a problem when using a manned delivery point
- Another problem may be high employee costs



Unmanned delivery point

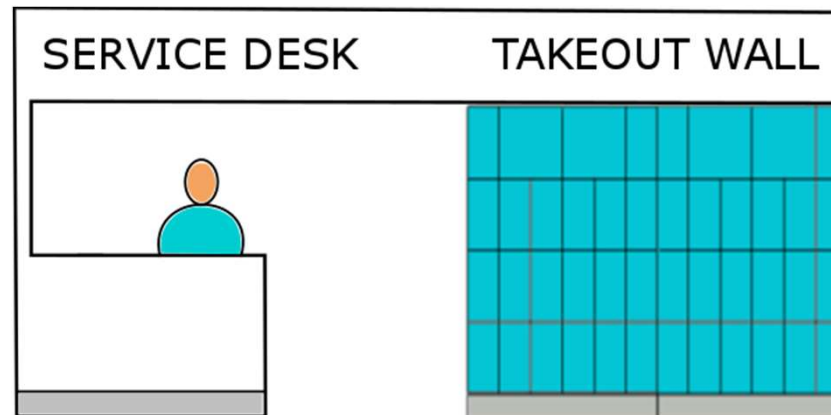
- High employee costs can be avoided by using an automaton
(The automaton is a locker system for storing shopping, such as Takeout wal.)
- Automaton operates quickly (There is no queue at the automaton, or the queue is short.)
- Storage capacity need of the automaton varies within 24 hours and day to day (because a number of customer orders varies within 24 hours and day to day)
- Question: is it reasonable to have an automaton whose full storage capacity is rarely in use?



Why not both?

- Semi-automated delivery point includes an automaton and at least one customer servant at a service desk
- Automaton operates fast and saves employee costs
- Scalability of the service is good, because a number of customer servants can be flexibly increased and decreased

(Some of the shopping are fetchable from a storage that locates close to the service desk.)



Implementation options

- A customer can usually choose in a click & collect service either a service desk or an automaton
- If the storage capacity of the automaton is fully in use, the service desk is the only way to collect the shopping (A customer knows the current situation when making an order.)
- A customer servant can help, if a customer has a problem with the automaton or with the shopping
- The service desk may be closed at nights to save costs
- If needed, the automaton is in use 24 h

Benefits

- Summary: a delivery point can be manned, or unmanned, or semi-automated
- Semi-automated delivery point is able to serve quickly customers and it is scalable on day-to-day basis (A manned delivery point is scalable but it involves difficulties to serve quickly customers. An unmanned delivery point can serve quickly customers but it is not scalable day-to-day basis.)
- Semi-automated delivery point is suitable for large-sized products which don't fit into the automaton (A customer servant fetches a large-sized shopping from the storage and hands it to a customer.)
- It serves customers who want to have a face-to-face service