

## Where is the Best Place for Your BOPIS Locker?



Technology has forever changed the relationship between retailers and consumers. Online shopping offers customers a convenient shopping experience that saves both time and energy. Increasing customer convenience is a strategic model that will last well into the near future.

*Buy Online, Pick up In-store* (BOPIS) offers shoppers the convenience they desire at an affordable price to both businesses and consumers. To maximize the appeal, retailers should use proven strategies when choosing a location for their BOPIS lockers. Ideally, the best place for BOPIS lockers is in the front of the store.

Lockers should also be available 24 hours a day, 7 days a week to accommodate shoppers with alternative schedules. If this cannot be maintained due to store hours, lockers should then be placed at curbside. [Yieldify](#) agrees that curbside pick-up is a great option to ensure the success of BOPIS. Let us explore the reasons why front of store and curbside areas are the ultimate locations for BOPIS lockers.

### 1. Ease & Convenience

Busy professionals and busy parents appreciate a quick and easy shopping experience. Positioning lockers close to an entrance will be most ideal. The front of the store is far more convenient to access, which means the pick-up process will be cut in half. Shoppers will not need to spend additional time searching the store, nor will there need to be a multitude of signs to help customers locate their items. A frontal or curbside location mitigates confusion for the customers and saves on-site employees time by not having to assist customers looking for lockers.

Furthermore, the entrance is usually a well-staffed area within the store. This creates further convenience should the customer have a question, alleviating the stress of having to track down staff members.

### 2. Increased Visibility

The increased visibility from the BOPIS lockers being placed at the front of the store can ensure that more traffic is exposed to advertisements, promotions, and calls-to-action. Utilizing the advertising wrap or digital display mounts will improve brand awareness and help promote specific products.

New customers who may be unfamiliar with the BOPIS Locker system can see and experience the lockers firsthand. Advertisements promoting the lockers will be seen by a broader demographic of shoppers. Promotional offers to persuade more people into trying the locker system, such as *Locker Lotteries* and *Check-Out Giveaways*, are other ways that can increase both the knowledge and the use of the BOPIS lockers. Lockers that are placed curbside will have a further reach, exposing passersby and potential shoppers to both the lockers and the large-scale advertisements displayed.

### 3. Impulse Buys

Front placement of the lockers could also benefit the brick-and-mortar store as well. According to [Invesp](#), 84% of all shoppers make impulse purchases. More than half of the shoppers in the U.S. have admitted to spending \$100 or more on impulse buys.

Impulse buying typically occurs close to the front of the store. [Shopify](#) says we can anticipate impulse purchasing from the right front wall, the left front wall, and near the cash registers, which are also typically close to the entrance.

Placing BOPIS lockers strategically could attract more impulse purchases and greater visibility to hot ticket items within the store.

Online sales have increased dramatically since the pandemic. Customers want a safe and effortless way to retrieve purchased items. Consumers are also interested in ways to mitigate stolen packages due to porch pirating. According to Yieldify, popular brands like Dollar General, Lowe's, and Petco have all seen a significant uptick in online sales by providing a more personalized, safe, and easy shopping experience. The faster customers can get in and get out, the more likely they are to return to these same retailers for future purchases. For this reason, the front entrance and curbside areas are predictably the best suitable locations for BOPIS lockers.