

“I’m looking for innovative ways to deliver a safe, convenient shopping experience that meets evolving customer needs both in-store and online.”

Meet Amanda

Amanda is the Director of Retail Operations at a regional department store chain with 25 locations on the East coast. The rise of e-commerce has reduced in-store foot traffic over the past few years and the pandemic has taken an even greater toll. In response, they ramped up their e-commerce presence, which grew 10-fold in just a few months. Although they rolled out curbside pickup as an alternative to shipping, it was met with mixed reviews due to long pick-up lines and lack of department store staff.

While foot traffic is down, company research shows that nearly 50 percent of shoppers want to return to physical stores. Amanda is looking for a way to increase store foot traffic and provide a convenient alternative to curbside pickup while creating a superior shopping experience for both digital and bricks-and-mortar customers.



Bridge the digital/physical shopping experience and increase in-store sales through streamlined order pickup.

ParcelPoint™ Smart Lockers proved to be the flexible and convenient delivery solution Amanda needed.

Smart lockers were an immediate hit with shoppers, who were delighted with the exceptional convenience and security of contactless pickup. Customers who buy online are now able to pick up their purchases at a time that works for them and avoid long wait times for curbside pickup.

Since installing smart lockers, Amanda has seen an increase in both foot traffic and radiant sales, as many buyers who pick up from lockers choose to come inside the store to browse.



With a more efficient in-store pickup process, customer satisfaction is high. And because lockers don't require additional staff, managers have fewer concerns about staffing and scheduling issues. Best of all, the extensible smart locker platform makes it easy for Amanda to manage a fleet of lockers with visibility across all 25 stores. As her needs evolve, Amanda can easily add more lockers or implement new workflows to further streamline operations or improve the customer experience.

ParcelPoint Smart Lockers deliver:



An enhanced, convenient customer experience



Safe, secure contactless order pickup



Flexible solutions to fit your space and needs



Actionable analytics and reporting



Unrivaled, local end-to-end support

Experience the difference with ParcelPoint Smart Lockers from Pitney Bowes.



Pitney Bowes has been recognized by J.D. Power for providing "An Outstanding Customer Service Experience" for its Technology Service and Support Program.

- Constructed with heavy-duty US steel for durability
- Extensible platform allows for additional workflows or uses
- Expedited delivery and installation options
- Color customization options to match any branding or in-store aesthetics

For more information, visit us online at pitneybowes.com/us/lockers

J.D. Power 2021 Certified Technology Service & Support Program, developed in conjunction with TSIA. Based on successful completion of an audit and exceeding a customer satisfaction benchmark for Technology Service and Support operations. For more information, visit www.jdpower.com or www.tsia.com.

Pitney Bowes and the Corporate logo are trademarks of Pitney Bowes Inc. or a subsidiary. All other trademarks are the property of their respective owners. © 2021 Pitney Bowes Inc. All rights reserved.



21-SENDTECH-03667