



## Curbside Pickup Appeal

### **Deliver a winning “Click and Collect” fulfillment model**

E-commerce has become firmly rooted in the grocery market. “Click and Collect” — or the process of ordering items online and then picking them up at the nearest store — is rapidly emerging as a preferred consumer option. But this new business model comes with its own set of operational challenges for food retailers. To succeed in this competitive marketplace, retailers will need reliable refrigeration and fulfillment strategies.



# What is Click and Collect?



## Curbside pickup will significantly impact retailers in the next few years.

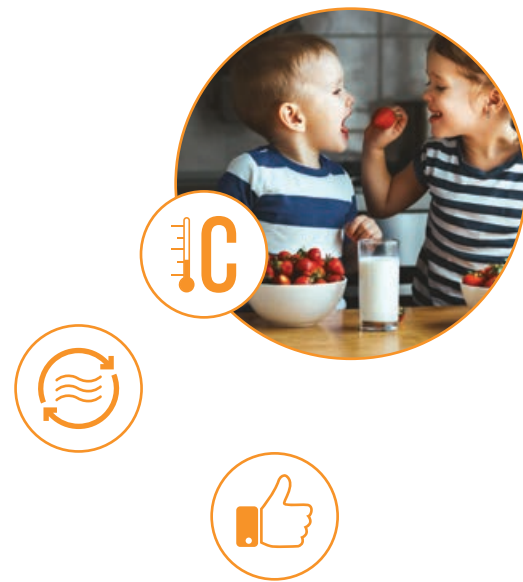
- **1/3 of grocers** currently offer Click and Collect
- **20% of Americans** purchase groceries online — Expected growth: 70% by 2025
- **50% of consumers** will not repeat business after a negative experience



## Click and Collect fulfillment challenges

Click and Collect puts unique strains on retailers' refrigeration systems. Repeated door openings of the walk-in storage cooler can make it extremely difficult to maintain precise setpoints and manage humidity levels. System reliability is imperative for retailers — and the stakes are high.

- **Preserve food safety and quality** — maintain precise temperatures and humidity control
- **Prevent equipment failure** — downtime and wide temperature swings put food at risk
- **Protect your reputation** — capture consumer loyalty and market share



## Build a strong food safety foundation with refrigeration

A robust refrigeration strategy is the foundation for Click and Collect's success. Your walk-in cooler or refrigerated storage room may need:

- Fast, effective temperature pull-downs
- Varying capacity requirements
- Demand-driven defrost schemes
- Consistently reliable uptime
- Energy-efficient operation methods
- Remote monitoring capabilities
- Diagnostics for early detection, prediction and fault prevention



## Emerson's turnkey solution

Emerson has a wide range of components, advanced controls and industry expertise to help retailers meet the demanding refrigeration requirements of Click and Collect.

- **Copeland Scroll™ Outdoor Condensing Unit (OCU)** — X-Line OCU serves as the basis for a robust refrigeration solution
- **Copeland Scroll Digital™ Compressor** — delivers fast temperature pull-downs, setpoint precision and load matching
- **Facility management controls** — integrate with the OCU for remote monitoring and management
- **Emerson ProAct Software™ and Apps** — continuously monitor conditions of food, equipment and systems to help keep perishables fresh and systems operating at peak efficiency
- **Emerson ProAct Services™** — help to quickly identify problems, prioritize those that require action, and provide the information and assistance required for fast resolution
- **Condensing unit controls** — help provide demand-driven defrost, pressure control, power monitoring and on-board diagnostics

## Capitalize on this emerging opportunity

Contact us to help you start putting your Click and Collect plans into place. We'll work with your preferred walk-in box supplier to create a reliable refrigeration solution for your operation.

### Data Sources:

1. 1/3 of grocers: [http://www.nxtbook.com/nxtbooks/ensembleiq/pg\\_201804/index.php#/48](http://www.nxtbook.com/nxtbooks/ensembleiq/pg_201804/index.php#/48)
2. 20% of Americans: FMI's Digitally\_Engaged\_Shopper\_Developing\_Your\_Omnichannel\_Collaboration\_Model
3. 50%: <http://multichannelmerchant.com/operations/study-finds-expectations-not-met-ecommerce-delivery/>

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