

# 5 Ways To Position Your Online Grocery Business for Success

A growing wave of grocery retailers in the US and Europe appreciate the urgency (and financial gains to be made) of getting their online grocery business up and running. The question is how to choose and deploy the right solution - one that serves the specific operational needs of an ecommerce grocery business (such as merchandising management and fulfilment), while also giving end consumers a great shopping experience (from ordering to home delivery).

In this White Paper, we share best practices for choosing an end-to-end ecommerce grocery platform that can help your company grow its ecommerce grocery sales, improve operational efficiencies, and enable easy scalability.

## #1

### White-label Grocery eCommerce Solution vs. Marketplace Solution

Choosing a white-label solution has several plusses. For a start, your customers interact with your brand exclusively, not an intermediary. Secondly, you get to control the customer experience to ensure it fits with your brand’s values. And, last but by no means least, you and not a 3rd party owns and controls your all-important customer data - the major growth engine for your business.

Despite the many upsides of choosing a white-label ecommerce solution over a marketplace solution, a white-label approach may require more operational effort. Choosing a solution provider that does all the heavy lifting on the technology side will allow the retail team to keep focused on the customer experience and generating sales, rather than back-end operations.



## #2

### The Value of POS Integration & Merchandising Automation vs. Manual Management



With a typical mid-size to large grocery store carrying tens of thousands of items, the task of manually managing changing prices, specials, and availability is not just a massive logistical headache, doing so in real-time is virtually impossible. Choosing a solution that automates online merchandising management and has the capability to regularly read the POS in store to ensure prices on your online and offline stores are synchronized is preferable. This not only removes the gigantic hassle of manual online merchandising management, it will also guarantee a smooth and friction-free experience for your online customers (and ensures fewer “no item” calls).



## #3

### The Benefits of Choosing an “Open” & “Modular” eCommerce Grocery Solution

No online grocery business is an island! To get the best results, you want to be able to integrate with other 3rd parties quickly and seamlessly. Let’s take delivering your goods in the “last mile”. Integrating with as many of the best software solutions on the market, such as Bringg, Bringoz, Deliv, Point Pickup, among others - what you might call “Grocery Delivery orchestration”, makes good business sense. By choosing an ecommerce platform whose APIs allow simple integration to new software companies enables grocers to customize their offer and add new value to the customer’s shopping experience.

Modular, build-as-you go-solutions are a good idea for grocery businesses wishing to scale up at their own pace or just require specific components. A common standalone module is the “Fulfilment” solution. If you do this, make sure to choose a Fulfilment solution which integrates with robotic warehouse companies - as this will maximize the efficiency and cost-effectiveness of your grocery fulfillment going forward.

## #4

### Great Grocery Websites Learns from Actual Market & Customer Needs

Having great UX/UI on your front-end website is proven to boost customer satisfaction, strengthen loyalty, promote impulse purchases and improve sales conversions. Some examples include:

- Shoppable recipes on shopping pages
- Content filters that allow shoppers ‘at a click’ to shop only Gluten Free or Lactose Free products
- Front-end designed to mimic in-store experiences, that, in addition to pushing POS “impulse” purchases, notify customers to add products they regularly buy (if the system recognizes it is lacking from their virtual cart).



The best UX/UI is all about customer relevance - giving shoppers and business owners - what they need. A time-saving and helpful shopping experience for the former, and sales-driver, for the latter. Thus, make sure your ecommerce solution provider is connected to what real-world customers actually need - and can share the benefits of this value experience with you.

## #5

### Leverage Smart Wearable Technologies to Make Fulfilment Better

Many retailers have an amazing ecommerce solution, but are still losing money with inefficient fulfilment. Common pitfalls include pickers typing in the wrong product code, clogging shopping aisles and bothering shoppers (through no fault of their own!), taking too long to locate items. Furthermore, due to the turnaround of in-store pickers, you need a way to get them trained and working efficiently - quickly. Smart wearable fulfilment apps can solve many of these problems and boost Fulfilment efficiency significantly. The best software solutions will:

- Enable pickers to “scan & validate” items as they pick (thus avoiding costly human errors!)
- Offers pickers the optimal ‘picking route’ minimizing aisle traffic
- Integrate with Wi-Fi scales in the store
- Be intuitive so new picking staff can be up and running in minutes
- Integrates smoothly with legacy technology and ecommerce solutions.



### Opening your Online Grocery Business Can be Quick and Easy

We hope you found this White Paper informative. With Self Point you can have your own white-label, end-to-end, state of the art ecommerce grocery and fulfillment solution ready for your online shoppers in just 14 days. If you’d like to learn more or to schedule a free demo, please contact us at Self Point. We’ll be delighted to guide you on how you can start profiting from the booming online grocery market right away.