

## BOPIS and Delivering the Pit Stop Experience

### Expedited Service for Customers who Purchase Online

#### Customer expectations

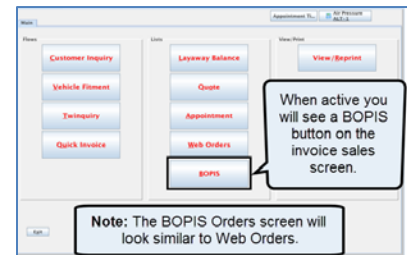
BOPIS customers expect to have a quick and seamless in-store experience.

To save BOPIS customer's time in the store, always contact them to collect the information you need and let them know what to expect.

To avoid disappointing your customers:

- Keep in contact with them and let them know if anything changes.
- If this purchase requires a special order to be made, be certain all items on the order have arrived.

To ensure accuracy, click on the **BOPIS** button to display and verify the customer's order and product.



#### Must install within 21 days

Always contact BOPIS customers immediately to get product installed within 10 days.

BOPIS orders are automatically refunded 21 days after the order date, if not installed. Your store will lose visibility to the order at that time.

#### Delivering on expectations

##### Pit Stop Experience:

A BOPIS order **with an appointment** will receive the Pit Stop Experience:

- Place the **Pit Stop** sign in front of the bay and ensure the product is staged **15 minutes** before scheduled arrival time.
  - Hold the bay open for an additional 15 minutes for customers who have not arrived on time. After that, pull the sign; if the customer still arrives, let them know they are **Next in Bay** priority.
  - If a bay is not available, display the sign in a nearby parking space, easily visible to the customer.
- When performing the VTV, bring any safety concerns to the customer's attention.
- If you are unable to speak with the customer before their appointment, use the POS to reference the customer's purchase history to verify fitment.

##### Next in Bay Experience:

A BOPIS order **without an appointment** will receive the **Next in Bay** Experience:

- Alert the Service Coordinator of customer arrival time and ensure product is pulled and ready.
- Greet the customer, review the invoice, and answer any questions they may have. Give them the approximate wait time for Next in Bay.
- When performing the VTV, bring any safety concerns to the customer's attention.

To ensure execution, print out and follow these Best Practices:

**Marketing  
Asst Manager**

The Marketing Assistant Manager has AOR responsibility for BOPIS and Delivering the Pit Stop Experience.

**Prior to opening store, assign a salesperson to:**

- Monitor BOPIS orders throughout the day.
  - Handle each BOPIS order and confirm that ALL product will be available by the time customer arrives.
  - Stay in contact with customers throughout the day.
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**Salesperson****For every BOPIS order you are assigned to handle:**

1. **Verify product ordered is available, or will be available, by appointment date and time.**
  - If needed, use SHOP to order product, following the purchase decision tree. Enter "BOPIS ORDER" in the PO Comments field.
  - If the product cannot be ordered, offer an equivalent or better product that meets the customer's needs and **match the price**.
  - Use online order confirmation that your store receives via email for all customer contact information.
  - Confirm whether customer has an appointment or not.
2. **Call customer to:**
  - Verify order and product details including informing customer that product is ready for installation or by providing an ETA if product is on order. (see next page for details)
  - If no appointment is scheduled, offer an appointment and explain benefits.
  - Ask appointment customer to arrive 15 minutes before appointment.
  - Let customer know what to expect and to check in with the curbside greeter when they arrive.
  - Collect any additional information needed.
  - Use the BOPIS notes section in the POS to track your interactions with the order.
3. **If unable to reach customer by phone, send a [personalized email](#).**

**Before the customer arrives:**

1. Ensure the service team has product pulled and staged.
  - If the product ordered is not available, offer an equivalent or better product that meets the customer's needs and **match the price**.
2. Communicate the appointment to the appropriate Service Coordinator.
3. Set up a personalized sign with the customer's name, 15 minutes prior to appointment.
4. Coordinate with a backup in case they are busy when the customer arrives.

**When the customer arrives:**

1. At the Greeter Station, capture only the customer's name, vehicle year, make, model, immediate need, and appointment Y/N; then accompany the customer to a designated parking spot and continue to execute on Phase 1 of CES.
2. Continue building the relationship.
  - Ask: ***"Do you have any questions about the product you selected?"***
  - Perform VTV inspection and validate the vehicle and fitment.

**When finalizing the invoice with the customer:**

1. Verify the customer's ID OR alternate recipient's ID.
  2. Update the customer with any discovered safety concerns.
  3. Ask: ***"Do you have any questions for me before we install your tires/wheels?"***
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## Verify order and product details

**BOPIS Detail**

Order #: 09166097  
 Create Date: 05 / 21 / 2019  
 Tax: 6.00  
 Total: 124.30

Appointment Date: / / Time: /  
 Reschedule Cancel

Add Appointment

Name (Last/First): TEST JEFFREY (400) 519 - 0201 (M)  
 Address: 10051  
 City/State/Zip: TAMPA FL 33606  
 Email: L040TESTING@BOSCOUNTYRE.COM  
 Recipient: ( ) ( ) ( ) (M)  
 Email:

Web Comments: VERCEL: 2012 Honda Coupe 02  
 Note: Web Comments & Order Notes will not appear on the related invoice.

Order Notes:

Exit Refund Print <Back Next> Complete

- PO Attached:** Will be checked if a PO is created from the selection in the "Create PO?" field.
- Fitment Validated:**
  - Checked:** no action required.
  - Not Checked:** Click **Edit Vehicle** to trigger call out to Fitment Validation.
- Low Stock:** Checkbox will be checked if on-hand quantity is less than minimum quantity to complete order.
- TPMS RBK:** If changes need to be made, select line item and update using **TPMS RBK** button.
- \$0 Add:** Click button to add \$0 line items, such as a promo code.
- Create PO?:** When "Yes" is selected it will populate the SHOP application with the BOPIS Order Number to facilitate ordering process.

**BOPIS Detail**

2012 HONDA CIVIC

1 2 3

Prod Code	Prod Code	Qty	O.H.	Apr	Size	Description	PET	Price	Amount
40543	Order Stock	1	0	-5	P 195 JAS R15 80S SL 83W	YOK AND TOURING S	0.00	79.00	79.00
80017	Normal	1	0	0	CERTIFICATES FOR	REPAIRS REPLACEMENT	0.00	14.50	14.50
80024	Normal	1	0	0	WASTE TIRE	DISPOSAL FEE	0.00	2.75	2.75
80075	Normal	1	0	0	STATE REQUIRED	TIRE FEE	0.00	2.00	2.00
82087	Normal	1	0	-48	WRT 6-1/4 1040 RED	THIRD ROW BASIC KIT 6-1/4	0.00	0.00	0.00
80219	Normal	1	0	0	INSTALLATION S	LIFE OF TIRE MAINTENANCE	0.00	20.00	20.00

4 5

NOTE: Comments entered here will not be saved until you finalize this order. If you exit your changes will be lost.

Enter Sales Comments

System Comments

Order Warnings: There are 1 warning message(s) that follow:  
 1. There is a low stock condition for code: 40543

6 Create PO? ☐ No ☐ Yes

Exit Refund Print <Back Next> Complete

## Helpful links

- [BOPIS / Web orders AOR Leadership Responsibilities](#) KC page
- [The Online Experience Web Orders Store Talk](#)
- [BOPIS and Web Customers Best Practice](#)
- [Special Orders Best Practice](#)
- [BOPIS Email Templates](#)