Implementation of the shopping system

Click & Collect in 5 days.

We enable our customers to shop comfortably and safely in pandemic conditions, and our employees to do it efficiently. We optimize the costs of order processing.

Trusted by

ROSSMANN Charlen Auchan Biedronka PMT CCC SHOES & BAGS Top Market Shell

Trusted partner

TakeTask is a technology company with an experienced team, which provides enterprise software that responds to the market need to manage distributed teams, enabling the management, allocation, execution, reporting, verification of tasks consisting of one or more steps on a large scale in multiple locations simultaneously.

Examples of tasks: checking cleanliness, verifying food temperature, product exposure or reporting hardware failures.

When such a need arose, we did not wait, we prepared in record time, the "Home Quarantine" application.

"Fast and efficient implementation of this system is a response to a real social need, built on the experience of the TakeTask team in building scalable safe solutions for large business."

Challenges
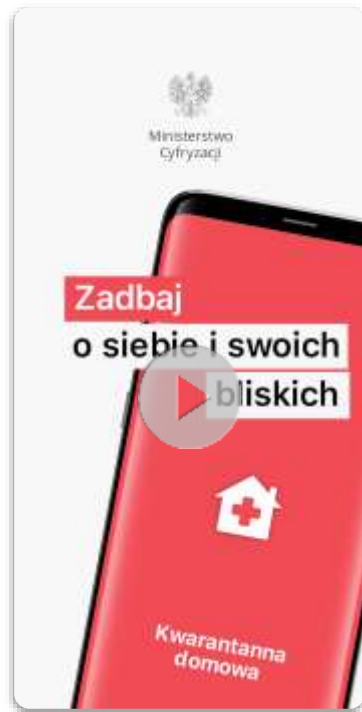
**The pandemic announced by the World Health Organisation (WHO) in 2020 paralyses trade.**

Customers forced to stay at home are adapting to new sales channels, including telephone and internet.

- Delivery times in large online shops exceed 7 days, which does not allow to do daily shopping.
- Handling phone orders is time-consuming, not effective (one customer at a time).
- Limiting the number of customers in the store, causes long queues and loss of sales potential.

Solution

TakeTask enables the process of online shopping by the customer and order execution by the shop assistant in one application, without the need for integration with the shop's current systems.

- Security for employees and shoppers
- Accepting an infinite number of orders at the same time and outside shop opening hours when you cannot place a phone order.
- Additional potential, days of sales, i.e. 30 days of active selling and 26 days of issuing parcels per month.
- GDPR readiness
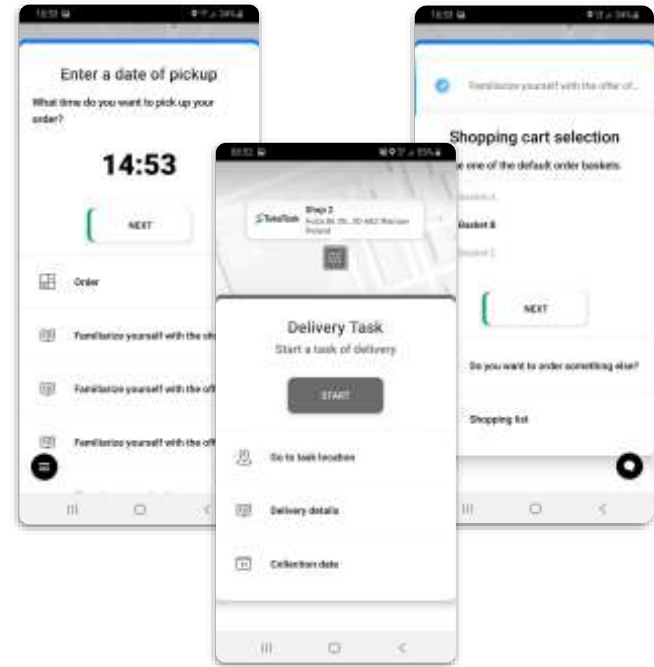
For whom is our solution?

Retail (grocery) chains with physical stores, struggling with the effects of clients changing behaviours.

Without implemented e-commerce functionality or without currently implemented online store
- Without an efficient channel for receiving orders
- No uniformed storage and checkout system at store level
- Without an efficient order delivery channel (last mile) or current delivery times generate financial losses

Having an e-commerce system
- Without an effective system of packaging purchases
- Without an effective click & collect solution (online order personal collection in a physical store)
- No effective solution to increase conversion for baskets of low value, where the cost of delivery is the reason for abandoning the Internet shopping cart.

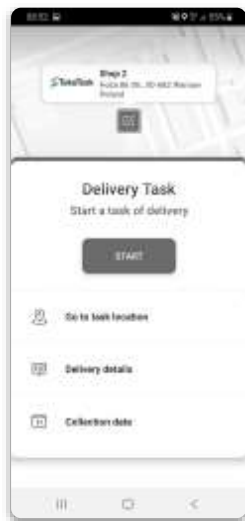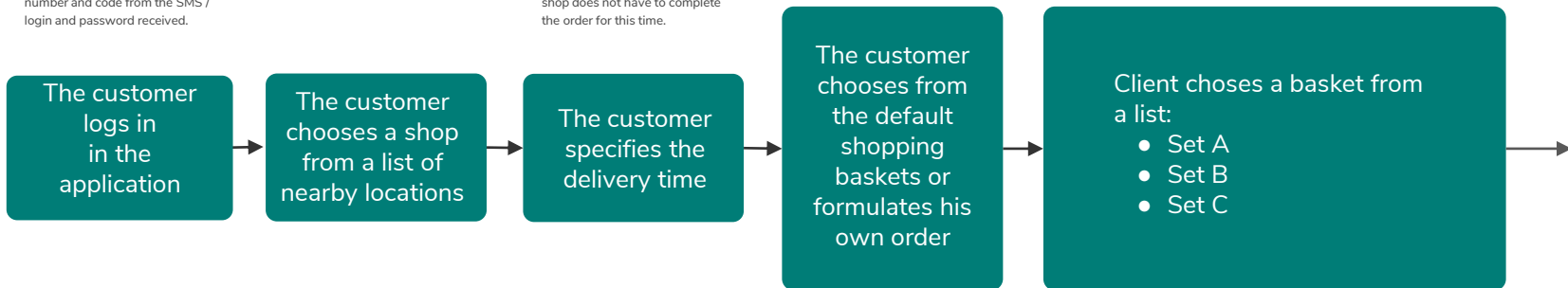Supporting communities, including seniors, with CSR objectives.

Customer pathway

The TakeTask application under the brand name of the retail chain is available on both Android and iOS. The client downloads the application from the Google or AppStore online store.
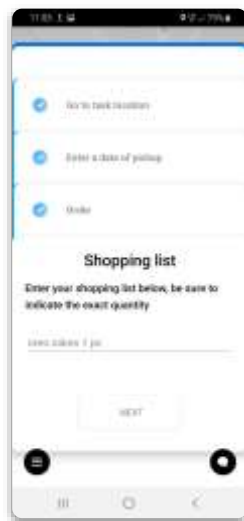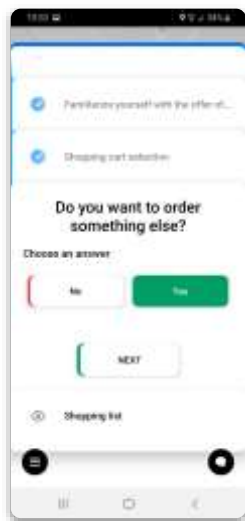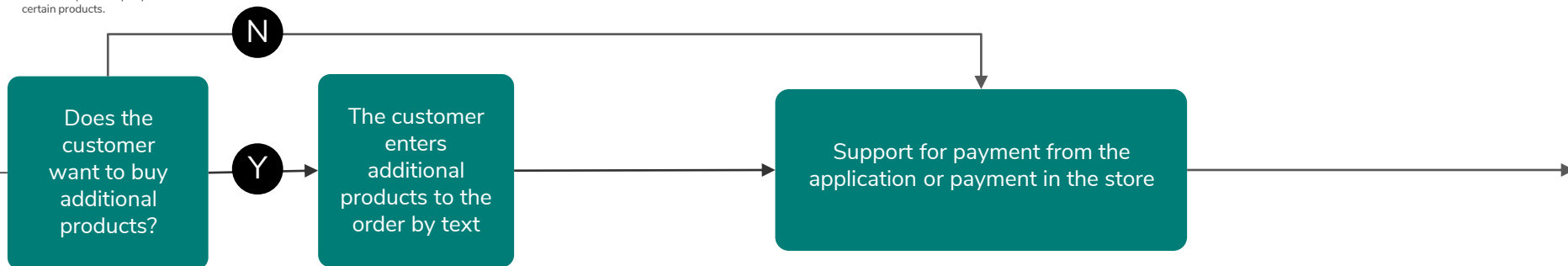
Available on the App Store

GET IT ON Google Play

After installing the application, it logs in by entering the phone number and code from the SMS / login and password received.

The delivery date is the customer's preference, but the shop does not have to complete the order for this time.

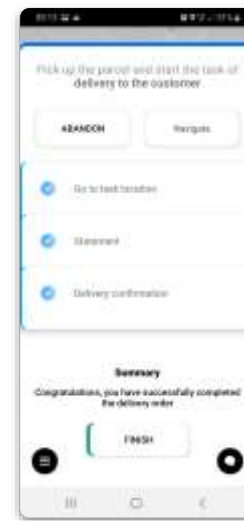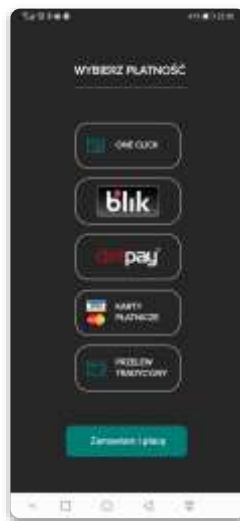| The customer logs in in the application | → | The customer chooses a shop from a list of nearby locations | → | The customer specifies the delivery time | → | The customer chooses from the default shopping baskets or formulates his own order | → | Client choses a basket from a list:
• Set A
• Set B
• Set C | → |

Customer pathway

Additional possibility to promote certain products.

N

Does the customer want to buy additional products?

Y

The customer enters additional products to the order by text

Support for payment from the application or payment in the store
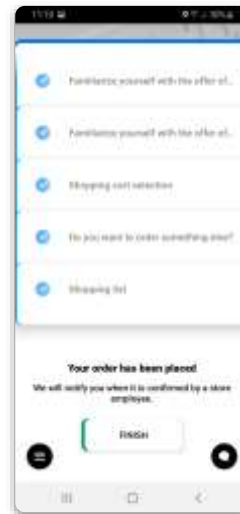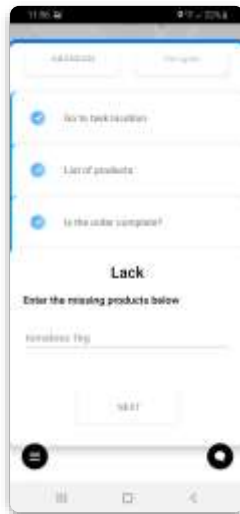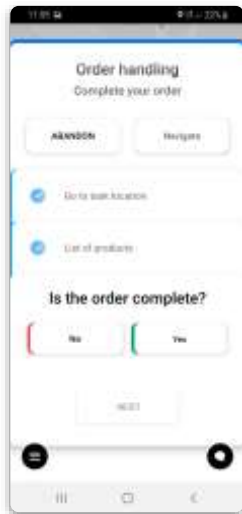
Example of payment integration

Employee pathway

The employee selects whether the order is complete, if not - enters a list of deficiencies in the text window.
The completion of the order by the shop's employee results in the transfer of information about readiness to receive purchases.

Y

N

| The relevant shop receives a paid order | Is a complete order possible? | A shop assistant adds information on missing products | The customer receives a confirmation (SMS) on completion of order picking | When the customer picks up the order the shop issues a receipt |

Sales opportunities

XTakeTask

Launching the functionality of the promotional leaflet in the application.

Sales opportunities

Pre-configured boxes, baskets including e.g. products from the current offer/promotional leaflet;
guaranteeing a certain "turnover on basket".

BOX
BREAKFAST

BOX Citrus Juice

CITRUS

Grapefruit 1 kg
Pear 0.5 kg
Lemon 0.5 kg
Lime 6 sztuk
Orange 3.5 kg
Apple 1.5 kg

was 51 PLN (-15%)
save 3 PLN

48 PLN

NEXT

Click & Collect in 5 days - Next steps

✗TakeTask

Specific process to be implemented → Signing the contract → Implementation of Click & Collect → Training of key users → Click&Collect productive start

Application name, colour scheme

Composition of reconfigurable sets

Tests

Training of key users

A campaign informing customers about the new shopping channel

Implementation in 5 days
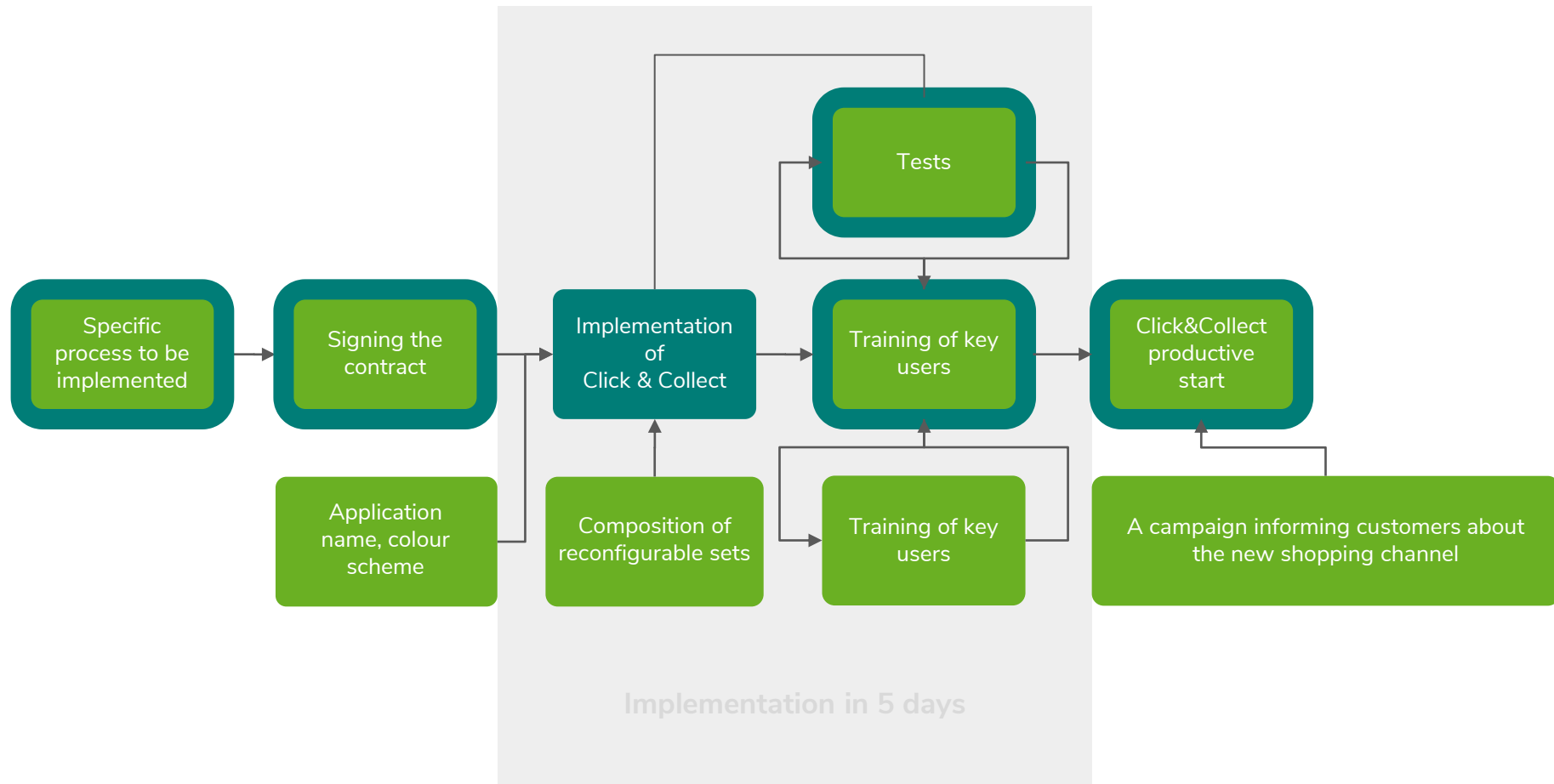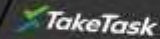
Usage of the TakeTask application in retail

See video
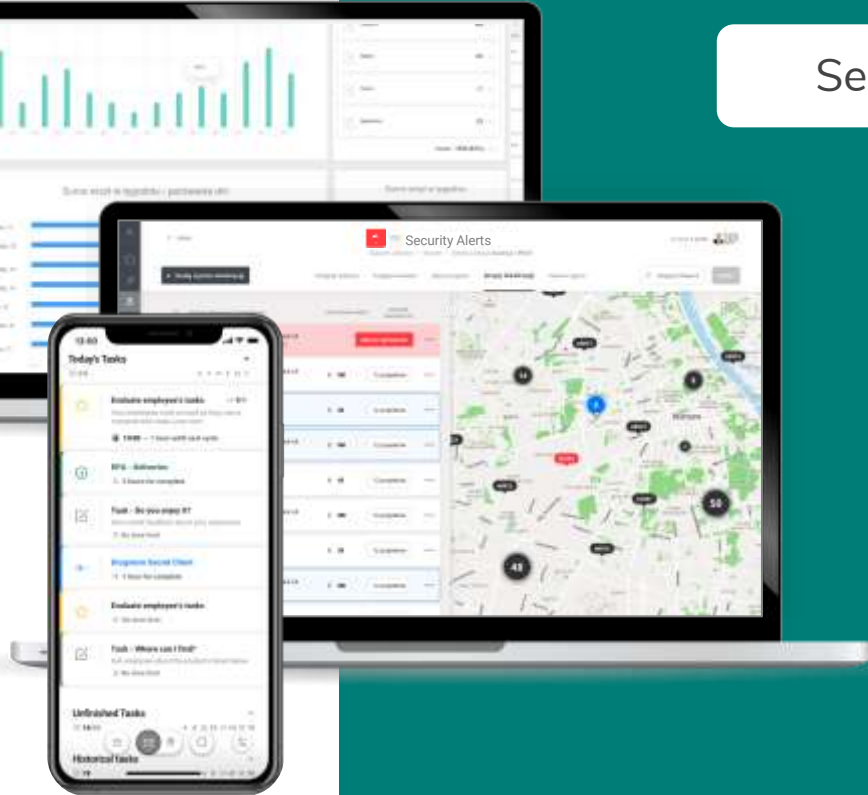
Which processes can be digitised in your company?

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