

Asos should take click-and-collect plan a step further

Asos has yet again led the way as an example of smart retailing. Its proposed click-and-collect service with Boots will create a win-win situation for both retailers. This will cut down Asos's need



Boots set to benefit from Asos deal

to invest in store space and will also allow Boots to increase sales, by drawing in consumers who are bound to make impulse purchases.

Our research has revealed that one in four consumers in France, Germany and the UK want online apparel orders to be delivered to a store, where they can collect them at their convenience.

If both parties want to take full advantage of this new set-up, Asos should also enable store returns. A third of consumers in the survey who bought online said the most convenient method of return for unwanted or faulty items is in-store, where it's also possible to make replacement purchases.

Although we are seeing a trend towards online shopping, revenue opportunities still lie within the store where staff can convert returns into purchases.

David Hogg
Retail industry executive,
Sterling Commerce