**Online Shopping Concepts**

**Website**

**E-Commerce Platform**

**Curbside Pickup & Delivery**

**E-Commerce Proof of Concept** - COVID-19 Pandemic

* Phone Shopping
* Facebook message list or online form
* E-commerce platform

**Online Shopping Setup Guide**

<https://www.ruralgrocery.org/publications/resources/Ecommerce_Guide_Rural_Grocery_Final.pdf>

**Website**

**Cost**

* URL/Domain
	+ One time cost
	+ <https://www.godaddy.com/>
	+ You may decide to buy multiple domains related to yours (e.g. the .com and .net, etc.)
* Hosting
	+ Monthly fee
	+ Depends on needs aka what the website will be used for
	+ If used for e-commerce, PCI compliance applies
		- PCI compliance aka encrypted and tokenized payment gateways
		- Host at Rackspace or somewhere similar that offers a PCI compliant environment
* SSL - Encrypt all pages with SSL Symantec EV Certificate (formerly VeriSign)
	+ Annual fee per domain
	+ Required on ecommerce pages, not required on other pages but is still encouraged

**Setup**

* Minimum landing page / temp website
* Button for “Order Online” that can redirect to ecommerce site

**E-Commerce Platform**

**E-Comm Options**

* POS module or separate system
	+ Pro for module: all POS changes you’re already making are automatically reflected online
		- Your existing item file will drive what shows online
		- Update items so they show or not
			* Item Movement (ex: haven’t sold in over 12 months)
			* Manual review
	+ Pro for separate system: Cheaper and faster to setup and rollout
	+ Ask for quotes / recommendations on the range of services available
		- Your existing POS provider
			* Or you may select a POS provider knowing you eventually want to expand into their ecommerce module
		- Your grocery warehouse
			* Follow up with ecomm platforms recommended to schedule a demo of their services and discuss cost and setup time
* Payment methods you accept
	+ SNAP (EBT) & WIC? Ask in your area if you can accept these online
	+ Cash and check (liability)
	+ Credit / debit cards (preferred)
	+ Gift cards (ideally your gift cards will be accepted through your online store)
* Customer payment data to be stored (creates a liability for data to be stolen/hacked)
	+ Best practice: don’t save customer’s cardholder data
* Checkout as guest (lose loyalty data tracking abilities)
* Age specific items like beer or tobacco
	+ Processes for Curbside Pickup & Delivery for orders containing age-restricted items
	+ Option to not allow these items through online sales
* Curbside pickup and/or delivery
	+ Training your customers on curbside pickup procedure

**E-Comm Setup - Your Action Required**

* Pictures for products
	+ Ecomm provider may have some pictures but the vast majority will not be populated
	+ POS report showing products without pictures
	+ Wedge scanner process for renaming photos for upload
	+ Storing images by proper name (usually UPC) in the designated folder
	+ Running process for populating images
* Shelf Locations
	+ Without shelf locations the shopping list will sort by UPC or name etc and is very difficult for the shopper
	+ Deciding your picking ticket preferred order - most efficient walk path
		- Pick frozen and refrigerated last so they’re not out of the cold for long
	+ Scanning in shelf locations
		- Unique location for each 3’ section
		- Start at top left and go item by item, shelf by shelf
	+ Multiple shelf locations
		- Squeeze ginger in produce section and international cuisine section
		- Main location - where do you want the item shopped from?

**General Order Flow**

* Customer places order
* Store gets email of new order
* Print picking ticket and shop order, making note of any substitutions or out of stock
	+ Can call the customer to discuss if needed
* Pull up the online order on the POS, make adjustments for
	+ Substitutions - void off ordered item and scan on the substituted item
	+ Out of stock - void off of order
	+ Weighable items (meat, produce, bulk anything)
		- Example: Deli Meat ordered 1# but chances are the finished package will be slightly different like 0.97# or 1.05#. Modify weighable items to reflect the exact weight of the customer’s purchase.
* Finalize payment
* Customer gets email with their finalized receipt (reflecting modifications)
* Based on the customer’s scheduled pickup or delivery, the order goes out

**Curbside Pickup & Delivery**

**Storage shelving for completed orders in correct temps**

* Dry Goods
* Refrigerated
* Frozen

**Quality Assurance in Storage**

* Letter Set (A, B, C, etc.) Containers so orders don’t mix
	+ Container sets include 3 boxes for: dry goods, refrigerated, and freezer
		- Easy option - use old freight boxes (produce, egg, and meat boxes are generally the most likely to hold up over time)
	+ Use a White Board with slots for each letter set of boxes where you can write the person’s name who will be picking up the order
	+ All three boxes get put away / and collected for each order

**Storing BIG Orders**

* Extra pieces that don’t fit in the box (e.g. 3 cases of water)
	+ Include a large colorful card in the box “Extra Pieces”
	+ Put a sticker label on the extra pieces denoting what letter box set they belong to
* Using two sets of boxes
	+ Include a large colorful card in the box “TWO SETS”
	+ On the White Board label each letter set with (1 of 2) and (2 of 2)

**Delivery**

* Delivery is often a competitive advantage - even if you are only shopping for a few people over the phone. The non-driving population really appreciates this service.
* Which routes make sense is a matter of demand
* Delivery Fees and / or Minimum Order Value
	+ Example 1: In town $5 and further out $15
	+ Example 2: In town minimum $25 and further out minimum is $75
	+ Example 3: In town free delivery with over $50, further out free delivery if over $100
* **Template: Mod7\_2 Delivery Route Schedule**