

CPCW **STORE RE-OPENING** **DIGITAL COMMS** **CLICK AND COLLECT**

Playbook V1

Last modified 18 May 2020 4:18 pm
Document path D2362_CPCW_Q1_STORE_OPENING_CLICKCOLLECT_PLAYBOOK_V1.indd

Phase 1: Drum-roll, store re-opening messaging: (up until 21st May)

Headline: We're re-opening (slowly and safely)

Sub Headline: You can now order online and collect your tech at selected stores

General messaging

Long dwell

We've got good news for all you home schoolers, Zoom quizzers, boxset bingers and sourdough bakers. And everyone else using tech A LOT right now!

From Friday 22nd May, selected stores will re-open for collection only. So, you can shop online for new tech, and collect it as soon as same day. Plus, we're also adding a new drive-thru service.

If you need help with returns, refunds, repairs and other queries, you'll find everything you need to know at currys.co.uk/covid19. At this point, our team are unable to support you with these services in-store. But we're working hard to be able to help you as soon as government guidelines allow.

Our ways to shop will be evolving as the situation changes. So, thank you for your patience as we keep you and our colleagues safe, while we get you the important tech you need.

Short dwell






Selected stores are re-opening for collection only from Friday 21st May. So, you can shop online for new tech and collect as soon as same day. Plus, we're also adding a new drive-thru service. Find out more at currys.co.uk.

Step by step instructions

Compressed step by step

Here's how our drive-thru collection works:		
Step 1	Step 2	Step 3
Choose click and collect when you order online.	When your order is ready, visit our store and follow the collection instructions	One of our colleagues will bring out your order, safely and securely. Job done!
		

Short dwell

Here's how our drive-thru collection works:				
Step 1	Step 2	Step 3	Step 4	Step 5
Choose click and collect when you order online.	When your order is ready, drive to our store.	Click the link to tell us you've arrived.	Pop open your boot then get back in your car.	We'll safely deliver your order to your boot.
				

Long dwell

Here's how our drive-thru collection works:				
Step 1	Step 2	Step 3	Step 4	Step 5
Order online and select click and collect.	Once you've had confirmation your order is ready to collect, drive to our store and park in one of our collection bays.	When you're parked up, click the link in your order confirmation email to let our team know you've arrived.	Get out of your car and pop open your boot.	Get back in and sit tight. One of our colleagues will safely put your order in your boot.
				
<p>If you're collecting on foot, head to the store entrance and follow our instructions.</p> <p>If you need help with returns, refunds, repairs and other queries, you'll find everything you need to know at currys.co.uk/covid19. At this point, our team are unable to support you with these services in-store. But we're working hard to be able to help you as soon as government guidelines allow.</p>				

Phase 2:

Stores re-open: From May 22nd onwards

Headline: We're re-opening (slowly and safely)

Sub Headline: Now you can order online and collect your tech at selected stores.

General messaging

Long dwell

We've got good news for all you home schoolers, Zoom quizzers, boxset bingers and sourdough bakers. And everyone else using tech A LOT right now!

Selected stores are now open for collection only. So, you can now shop online for new tech, and collect it as soon as same day. Plus, we're also adding a new drive-thru service.

If you need help with returns, refunds, repairs and other queries, you'll find everything you need to know at currys.co.uk/covid19. At this point, our team are unable to support you with these services in-store. But we're working hard to be able to help you as soon as government guidelines allow.

Our ways to shop will be evolving as the situation changes. So, thank you for your patience as we keep you and our colleagues safe, while we get you the important tech you need.

Short dwell

Selected stores are now open for collection. So you can shop with us online and collect as soon as same day. Plus, there's our new drive-thru service. Find out more at currys.co.uk.

DIGITAL **ASSETS AND** **EXAMPLES**

Assets CPCW

Icons

To be used on smaller,
shorter dwell Step by Step guides

Step 1

ORDER_ONLINE.ai



Step 2

DRIVE_THRU.ai



Step 3

PHONE_LINK.ai



Step 4

DRIVE_THRU_BOOT OPEN.ai



Step 5

DRIVE_THRU_BOOT OPEN_COLLEAGUE.ai

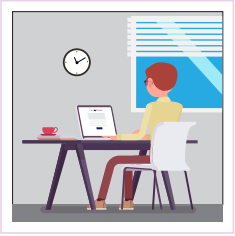


Illustrations

To be used on larger,
longer dwell Step by Step guides

Step 1

Step0_Order_online.ai



Step 2

Step1_Buy.ai



Step 3

Step3_Call.ai



Step 4

Step5_Openboot.ai



Step 5

Step6_Colleague.ai



Photography asset

Please use this current store photograph.

The photo will be updated when new safety POS has been installed



Examples

- A Online hero banner
- B Drive thru process using illustrations instead of icons
- C General Social post

A

Coronavirus update:

 Selected stores opening from Monday for drive thru and walk up collection

See our latest store, delivery and service info here >

B

WE'RE RE-OPENING

(SLOWLY AND SAFELY)

You can now order online and collect your tech at selected stores

Click and Collect process

1



Choose click and collect when you order online.

2



When your order is ready, drive to our store.

3



Click the link to tell us you've arrived.

4



Pop open your boot then get back in your car.

5



We'll safely deliver your order to your boot.

C

WE'RE RE-OPENING

(SLOWLY AND SAFELY)

You can now order online and collect your tech at selected stores



APPENDIX

STORE VISUALS

Any queries please contact the studio on:

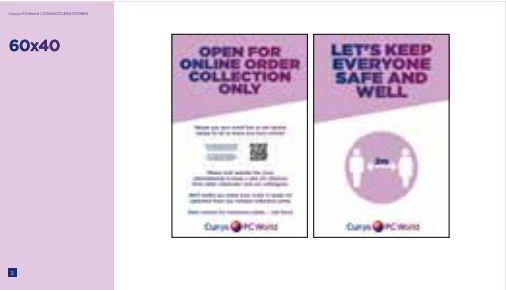
Alex Chaplin:

Alex.Chaplin@DixonsCarphone.com

Paula Skinner:

Paula.Skinner@DixonsCarphone.com

Retail visuals



END

Any queries please contact the studio on:

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