

7. Store Operations and Pickup Guide (Store)

Overview

This document outlines store operating standards, pickup procedures, and in-store services available to customers across retail outlets. It ensures a consistent and seamless experience between online and offline channels, supporting customers who prefer hybrid shopping — ordering online but collecting or returning in-store.

7.1 Store Hours and Operation Standards

Standard Timings

- **Metro Cities:** 9:00 AM – 10:00 PM (Monday to Sunday)
- **Tier-2 & Tier-3 Cities:** 10:00 AM – 9:00 PM
- **Public Holidays:** Operational hours may vary; updates are published 48 hours in advance on the store locator page.

Each store maintains a **minimum 95% uptime** for checkout systems and **same-day replenishment** of high-demand items like groceries, electronics accessories, and FMCG goods.

Service Counters

Every store includes:

- A **Customer Service Desk** for returns, refunds, exchanges, and pickup queries.
- A **Quick Checkout Counter** for customers with fewer than five items.
- **Assisted Digital Kiosks** to place online orders or check stock availability.

Store associates are trained to handle both retail and online order-related inquiries to ensure continuity between platforms.

7.2 In-Store Pickup Process

Step 1: Placing an Order

When placing an order online, customers can select “**Pickup at Store**” at checkout. Eligible items will display store availability based on:

- Stock status
 - Proximity to customer’s pincode
 - Product type and pickup feasibility (bulky items excluded)
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Step 2: Pickup Notification

Once the order is ready:

- A **confirmation SMS and email** are sent with the pickup code and store address.
- Customers must bring a **valid photo ID** and the pickup code at collection.
- Orders are held for **48 hours** from readiness; uncollected items are automatically restocked.

Step 3: Collection Experience

At the store:

- Visit the **Online Order Pickup Counter** near the service desk.
- Scan the pickup code or share your registered phone number.
- Orders are verified and handed over within 5–10 minutes.
- Signature or digital acknowledgment is recorded for proof of collection.

Customers can also authorize another individual for pickup by submitting an authorization form in advance.

7.3 Curbside Pickup and Drive-Through Services

Select metro stores offer **contactless pickup options**, introduced during post-pandemic operations:

- Orders are packed and delivered directly to the customer's vehicle.
- Payment can be completed online before arrival.
- Staff verify vehicle details and order ID for security.

Customers can check **store eligibility for curbside pickup** using the “Services Available” section in the store locator.

7.4 Returns and Exchanges at Stores

- Online purchases can be returned in-store with a valid invoice.
- Refunds for online payments are processed digitally; COD orders can be refunded to wallet or account.
- Exchanges are subject to stock availability at that specific location.

Store staff assist in initiating **reverse logistics** for unavailable items, ensuring customers do not have to repackage and ship items themselves.

7.5 Additional In-Store Services

Service	Description
Gift Wrapping	Complimentary during festive seasons and on eligible purchases above ₹999.
Product Demonstration	Available for electronics and appliances; by appointment at select stores.
Repair Desk	For warranty claims and minor repairs on eligible categories.
Personal Shopper Program	Dedicated associates assist customers in choosing curated collections.

7.6 Safety & Accessibility

All stores comply with **fire safety regulations** and **accessibility standards**, including:

- Wheelchair-friendly entrances
- Braille signage for key areas
- Child-safe trolleys and family rest zones

Emergency exits and first-aid stations are clearly marked at every store.

7.7 Feedback & Support

Customers can share feedback at:

- **In-store kiosks** (touch feedback panels)
- **support@company.com**
- **Toll-free: 1800-000-000**

All service complaints are logged and resolved within **48 hours**, with escalation handled by the **Regional Operations Manager**.