Currys ● PC World

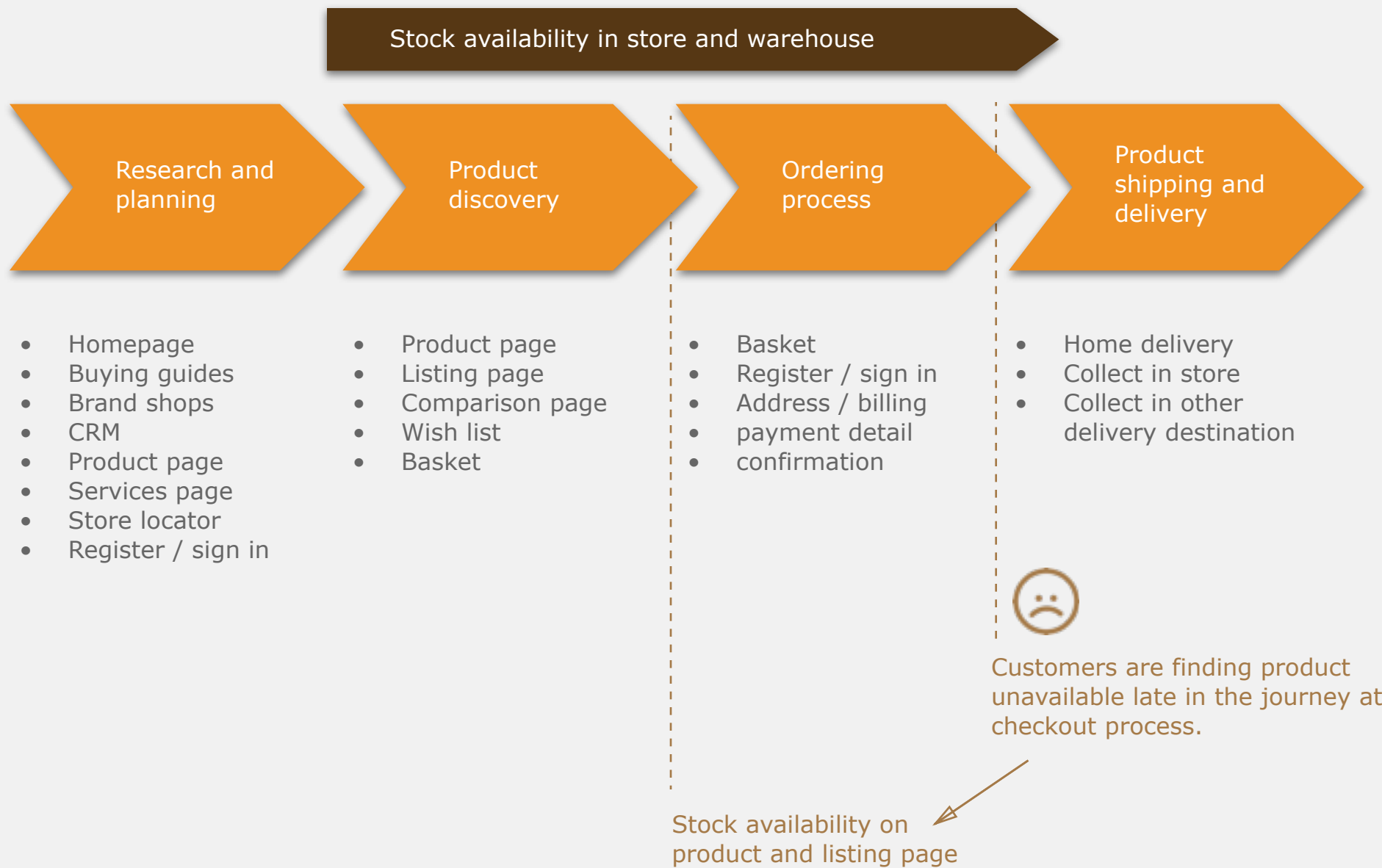Multi-channel delivery (MCD) 2015

Background

The challenge for many omni channel business is to enhance store and warehouse stock availability online. Customers want the option to get items delivered to home or collect in store. The challenge with this project is to make sure stock availability in store reflected online accurately and surfacing availability earlier on the customer journey.
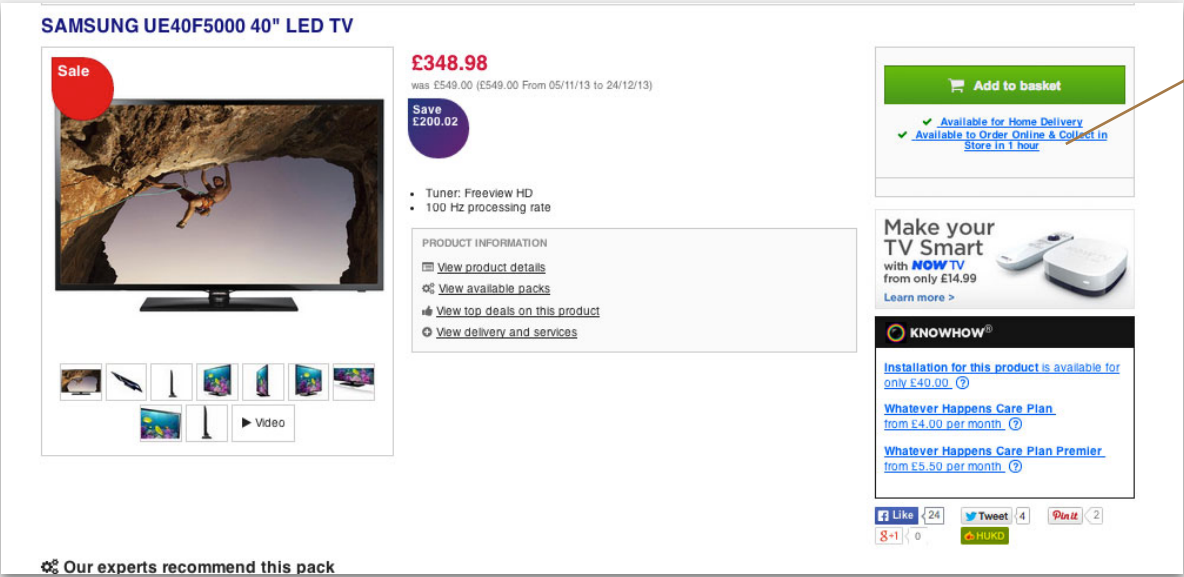
Objective

- Back end system need to accurately reflect in store stock availability online.
- Stock availability on product and listing page.
- Define parameter for stock checker.

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Customer purchase journey

Stock availability in store and warehouse

Research and planning	Product discovery	Ordering process	Product shipping and delivery
• Homepage • Buying guides • Brand shops • CRM • Product page • Services page • Store locator • Register / sign in	• Product page • Listing page • Comparison page • Wish list • Basket	• Basket • Register / sign in • Address / billing payment detail confirmation	• Home delivery • Collect in store • Collect in other delivery destination

Customers are finding product unavailable late in the journey at checkout process.

Stock availability on product and listing page

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Currys PC world product page availability message

The product page displays two messages relating to product availability, as we don't know where the user is, the message is not accurate and customers reach the checkout to see stock unavailable for their area.

Store stock system can't identify if the products is on the shelves or back of the shops.

Backend parametres

Stock KPI

Need to define how many stock in store to show online as in store stock reflect all stock including items on the shelves where customer can pick it up at any time.

Search radius

How far will customer travel to pick items in store. How many stores can the system search for stock availability.

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Currys PC world product page availability checker designs

NIKON D3400 DSLR Camera with 18-55 mm f/3.5-5.6 Lens - Black
Product code: 178945

£75 OFF MARKED PRICE

Product features
- Hobbyist
- 24.2 megapixels
- Sensor type: APS-C / 23.5 x 15.6 mm CMOS sensor
- Standard ISO range: 100 - 25600
- Built-in Bluetooth

🏷 DISCOUNT CODE - £75 off the marked price. Enter code CAM75 at checkout. Hurry ends soon! More info

★★★★½ Read 122 customer reviews   Ask an owner

With expert service from Team Knowhow

✓ Monthly protection of your NIKON D3400 DSLR Camera with 18-55 mm f/3.5-5.6 Lens - Black for only £3.49 More info

£429.00

[🛒 Add to basket]

🚚 ✓ FREE delivery available
More info

🏬 ✓ Order online to collect in selected stores minutes later
More info

Let's show you
- Delivery dates and prices
- Stores you can collect from

All local to you

[Enter town or postcode ✕ 🔍]

Messaging to reflect availability in **SELECTED** stores

Stock checker - This allows customer to enter their postcode to see if product is available in their nearest store and check delivery dates and price for that postcode.

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Currys PC world product page availability checker design (postcode entered)

Collect in store

£429.00

Add to basket

Get it delivered | Collect in store

Yes, you can collect close to
Crosby Way
Change location

Currys PC World featuring Carphone Warehouse Farnborough
7.1 miles away
Open today: 09:00–21:00   Store info

Collect now

Carphone Warehouse Farnham
0.2 mile away
Pick up point only   Store info

Deliver to store

Carphone Warehouse Fleet
5 miles away
Pick up point only   Store info

Deliver to store

Currys, PC World and Carphone Warehouse make up our family of stores.

Collect in store will show 3 nearest store in proximity to the postcode they have entered, the search will be 30 miles catering for customers who live in rural parts of the country.

Collect now - stock physically in store ready to collect now

Deliver to store - Stock in the warehouse that can be deliver to store.

Home deliveries

£429.00

Add to basket

Get it delivered | Collect in store

Yes, we can deliver this to
Crosby Way
Change location

Free

Free delivery in 3-5 working days

Earliest delivery date available

Friday 22nd December

6pm to 8pm
£9.95   Select

8pm to 10pm
£9.95   Select

Same-day timeslots are guaranteed for 30 mins, please select one now and check out by 1:23pm

Customers who want to get it delivered can now choose delivery slots on the product page, so they can quickly secure a dedicated slot.

Currys PC World

Currys PC world listing page availability checker

DSLR cameras

Filter by: Reset

Price ⌃
- ☐ Under £400
- ☐ £400 - £600
- ☐ £600 - £1,000
- ☐ £1,000 - £2,000
- ☐ Over £2,000

£ [200] To [5400] Refresh

Getting it to you ⌃
- ☐ To deliver (64)
- ☐ To collect from next day (43)
- ☐ To collect in minutes (24)

Check availability in your area

[Enter town or postco ✕ 🔍]

Brand ⌃
- ☐ CANON (38)
- ☐ FUJIFILM (0)
- ☐ NIKON (32)
- ☐ OLYMPUS (0)
- ☐ PANASONIC (0)
- ☐ SONY (1)

Customer rating ⌃
- ☐ ★★★★★ (14)

YOUR ACTIVE FILTERS

DSLR cameras ✕

Showing 1 - 20 of 71 results

Sort By: [Relevance ⌄]   Show 20 | 30 | 50 items per page   View: ▦ Grid | ▤ List

Check availability in your area   [Enter town or postcode ✕ 🔍]

£75 OFF MARKED PRICE

NIKON D3400 DSLR Camera with 18-55 mm f/3.5-5.6 Lens - Black

£429.00

Flexible credit available

✓ FREE, FAST delivery
✓ FREE collection from selected store

☐ Compare (up to 4 items)

- Hobbyist
- 24.2 megapixels
- Sensor type: APS-C / 23.5 x 15.6 mm CMOS sensor
- Standard ISO range: 100 - 25600
- Built-in Bluetooth

🏷 DISCOUNT CODE - £75 off the marked price. Enter code CAM75 at checkout. Hurry ends soon!

★★★★★ (122)

▸ Brief product description

Great gift

CANON EOS 1300D DSLR Camera with 18-55 mm f/3.5-5.6 & 75-300 mm f/3.5-5.6 Lens - Black

£379.00 Save £150.00

Was £529.00 (from 13/09/2017 to 10/10/2017)

Flexible credit available

✓ FREE, FAST delivery

[2 year guarantee included]

- Hobbyist
- 18 megapixels

Enter postcode to check availability for all products on the listing page.

Messaging to reflect availability in **SELECTED** stores

Currys PC World

Currys PC world listing page availability checker (postcode entered)

DSLR cameras

Filter by: | Reset

Price
- [ ] Under £400
- [ ] £400 - £600
- [ ] £600 - £1,000
- [ ] £1,000 - £2,000
- [ ] Over £2,000

£ 200 To 5400 | Refresh

Getting it to you
- [ ] To deliver (64)
- [ ] To collect from next day (43)
- [ ] To collect in minutes (24)

Items available in your area
Crosby Way
Change location

Brand
- [ ] CANON (38)
- [ ] FUJIFILM (0)
- [ ] NIKON (32)
- [ ] OLYMPUS (0)
- [ ] PANASONIC (0)
- [ ] SONY (1)

Customer rating
- [ ] ★★★★★ (14)
- [ ] ★★★★☆ or more (70)

YOUR ACTIVE FILTERS

DSLR cameras ✕

Showing 1 - 20 of 71 results

Sort By: **Relevance** ▼   Show 20 | 30 | 50 items per page   View: ▦ Grid | ☰ List

Delivery and collection options for **Crosby Way** | Change location

£75 OFF MARKED PRICE

NIKON D3400 DSLR Camera with 18-55 mm f/3.5-5.6 Lens - Black

- Hobbyist
- 24.2 megapixels
- Sensor type: APS-C / 23.5 x 15.6 mm CMOS sensor
- Standard ISO range: 100 - 25600
- Built-in Bluetooth

🏷 DISCOUNT CODE - £75 off the marked price. Enter code CAM75 at checkout. Hurry ends soon!

★★★★½ (122)

▸ Brief product description

£429.00

Flexible credit available

For **Crosby Way**

✓ Yes, we can deliver
  FREE collection from selected store
  Within 3-5 days - FREE

✓ Yes, you can collect
  today, 7.1 miles away

[ ] Compare (up to 4 items)

Great gift

CANON EOS 1300D DSLR Camera with 18-55 mm f/3.5-5.6 & 75-300 mm f/3.5-5.6 Lens - Black

2 year guarantee included

- Hobbyist
- 18 megapixels
- Sensor type: APS-C / 22.3

£379.00 Save £150.00

Was £529.00 (from 13/09/2017 to 10/10/2017)

Flexible credit available

For **Crosby Way**

✓ Yes, we can deliver

Postcode entered

Check stock within 30 mile radius and show the closest store with stock available

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Conclusion

Multi-channel delivery changed the way we shop online, stock availability is a key driver for customer to order online. Customers are no longer surprised at check out to find that product is out of stock.

The MCD project touch base on many levels; User experience, business process and multiple system intergration. The most challenging part of the work was to deliver a system which needed to support multiple legacy systems to reflect live stock feeds, the project took 12 months to complete backend changes and another 5 months to complete the front.

18.1% incremental increase on conversion