



Supercheap Auto elevates customer experience with Click n Collect™ smart retail locker.



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ABOUT SUPERCHEAP AUTO

Supercheap Auto is a thriving specialty retail business, specialising in automotive parts and accessories. They also stock a wide range of tools and accessories for the DIY home handyman, as well as products for travel, touring, outdoors, garage and the shed.

As the inaugural Super Retail Group brand established in 1972, Supercheap Auto has since grown into a major specialist retailer with over 300 stores across Australia and New Zealand and more than 3,800 team members.

THE CHALLENGE

With growing customer demand for click-and-collect services, Supercheap Auto was looking to innovate and elevate their parcel collection process, as part of their commitment to remaining the industry leader in aftermarket automotive accessories.

Wait times (generally) during peak hours are a real pain point for customers and the retail team alike. What might seem like a simple process – team members retrieving an online order – removes the capacity to help other customers find what they are looking for on the sales floor.



Enhance customer experience



Reduce wait times



Improve operational efficiencies

THE SOLUTION

For the team at Supercheap Auto Penrith, the installation of a Click n Collect online orders locker system has seen a big improvement in reducing miscellaneous store traffic during peak shopping periods. It gives staff more flexibility to answer in-store queries and deliver a better overall customer experience.

“Once a customer has used the locker for the first time, they want to use it again and again,” says Tracy, a team member at the Penrith store who works with the click-and-collect orders. “There is no real wait time, and they can come at their own convenience.”

The benefit to the customer is clear - but installing the lockers has been a real asset to in-store staff too.

“It has made a difference not to go out of the store and spend time running around to find packages,” says Tracy. She explains that the parcel room at the store can have 50-odd parcels on average, and searching for someone’s click-and-collect order can take time, leaving customers shopping in-store with no assistance for their queries. The reduction in foot traffic, from people not having to come in-store to collect their parcel, means that Tracy and the team have more time to help with queries, and as a result, reduce in-store wait times, which makes a huge difference in customer satisfaction.

If you’re a retail store looking for an effective and efficient way to increase customer satisfaction and free up your staff to focus on the sales floor, contact our Locker Specialists today!

