

OSF | DIGITAL

next | an OSF Digital
solution
Grocery

MAKE SHOPPING FOR GROCERIES EASIER THAN EVER

Link your online and physical grocery stores fast and at a lower cost



WHY SHOULD YOU CARE ABOUT LINKING YOUR ONLINE AND PHYSICAL GROCERY STORES?

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Now more than ever, ensuring technology in the supermarket industry to accelerate service and product demand to deliver better, faster results for customers is paramount to survival. The future of grocery in a digital world relies on rapid ecommerce innovation to provide consistent, personalized experiences for customers from every touchpoint.

If you are looking to link your online and physical grocery stores, our **Next Grocery** is perfect for you.



WHAT'S IN IT FOR YOU?

Solution Benefits

Next Grocery helps grocery businesses to:

1

Launch an online grocery store with BOPIS and curbside options faster and at a lower price.

2

Benefit from all the Salesforce Commerce Cloud's enhanced features.

3

Create customized user journeys for both your customers, employees, and partners.

4

Enable your customers to select products by weight or quantity, re-order previous orders, view deals for a particular day, subscribe for free delivery and select the time slot to pick up their order.

5

Get more insights into your customers' shopping behavior. This can help you improve the shopping experience and aid in targeting shoppers in your next marketing campaigns.

HOW DO YOU GET STARTED?

Next Grocery

Link your online and physical grocery stores fast and at a lower cost

Next Grocery, powered by OSF Digital, is an industry solution, built by **leveraging the capabilities of Salesforce Commerce Cloud**.

By using Next Grocery, you'll be able to **build a scalable and a customizable grocery store to boost conversions faster and at a lower cost**. You can benefit from all the Salesforce Commerce Clouds' **enhanced features**, such as offering your customers the possibility to pick up orders from store, re-order previous orders, and buy items by both quantity and weight, amongst others.



NEXT GROCERY

Solution Overview

Improve your shoppers' experience with features such as:

Kgs or Units

Shoppers can switch to see the quantity in either kgs or units.

Alcohol purchases checks

Restrict ordering alcohol products, based on the time of day.

Age validation

Restrict ordering alcohol products, based on legal age requirements.

Discount for online payment

If shoppers choose to pay online, they can benefit from discounts.

Product nutritional information

Display product nutritional data.

Flexible pick-up

Shoppers can select from different time slots for picking up orders.

Display by recipe

Display recipes content on product pages.

Product substitution

Allow shoppers to manage product substitution preferences.

Re-order previous order

Shoppers can re-order previous orders.

Save cart content for later

Allow shoppers to save cart content for later.

Multiple fulfilment options

On checkout, shoppers can select pickup in store or home delivery.

Shopping lists

Ability to create/maintain shopping lists for a fast-shopping experience.

Product and order instructions

Shoppers can leave instructions for the picker.

Change/cancel order

Order can be updated or cancelled in open status or with time slots in the future.

NEXT GROCERY

Solution Overview

Improve your shoppers' experience with features such as:

Quick view

Allows to open a modal window with main product info without visiting a product details page.

Today's deal filter

User can filter products to see what items are on discount on a particular day.

Coverage area

Select a store based on the location or postal code.

Delivery slots

Shoppers can select a slot for picking up the order or for home delivery while he is on Shipping Step at Checkout.

Recommendations page

Shoppers can view product carousels with recommended products they might want to add before checkout.

Product Badges

Products under promotions from sales Pricebook will have special badges on the product details page and product title, highlighting the amount of discount.

Delivery unlimited

Shoppers can now subscribe for free delivery to either 3 months, 6 months or 1 year.

NEXT GROCERY

Features for Merchants

Easily manage online placed orders with pickup delivery

Picker Application

Picker can use the application to check if there are any new orders to be fulfilled.

Replace missing order item

Picker can replace a missing item from an order, taking into consideration the shopper's indications as an alternative.

View order notes

Picker can see the shopper's notes regarding the order, such as packaging instructions.

Customize your online grocery store

Specific delivery method by store

Each store's delivery methods can be configured individually.

Configurable pickup time slots

You can configure the pickup time slots for each store.

Alcohol purchases based on a timely schedule

You can set up when alcohol purchases are allowed during work hours.

Additional cost

If needed, you can authorize additional costs for orders placed online. The percentage for this additional cost is customizable in Business Manager.

Max order quantity

You can set up a minimum or maximum quantity to be ordered, as well as the minimum or maximum value.



WHY CHOOSE OUR SOLUTION TO LINK YOUR ONLINE AND PHYSICAL GROCERY STORES?



Go to market fast and at a lower cost

A faster time-to-market equals a lower cost for launching or optimizing your online grocery store. You'll be able to create customized user journeys for both your customers, employees, and partners. We developed Next Grocery on top of Salesforce Commerce Cloud to enhance the capabilities of the out-of-the-box platform.



Offer easier shopping experiences

When shopping on your online grocery store, your customers will be able to select products by weight, have access to nutritional information for each product, benefit from discounts for paying online, subscribe for free delivery, view deals for a particular day, and select the time slot to pick up their order. Next Grocery helps you strengthen customer engagement and spawn new customer acquisition through meaningful customer journeys and an easier, store-like shopping experience.



Get more customer behavior insights

Get more insights into your customers' shopping behavior. This can help you improve the shopping experience and aid in targeting shoppers in your next marketing campaigns. Through our grocery solution, you will accelerate your digital transformation journey by deploying or improving your Salesforce Commerce Cloud-based online grocery store fast.

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THANK YOU!

Schedule a live demo:
contact@osf.digital

