



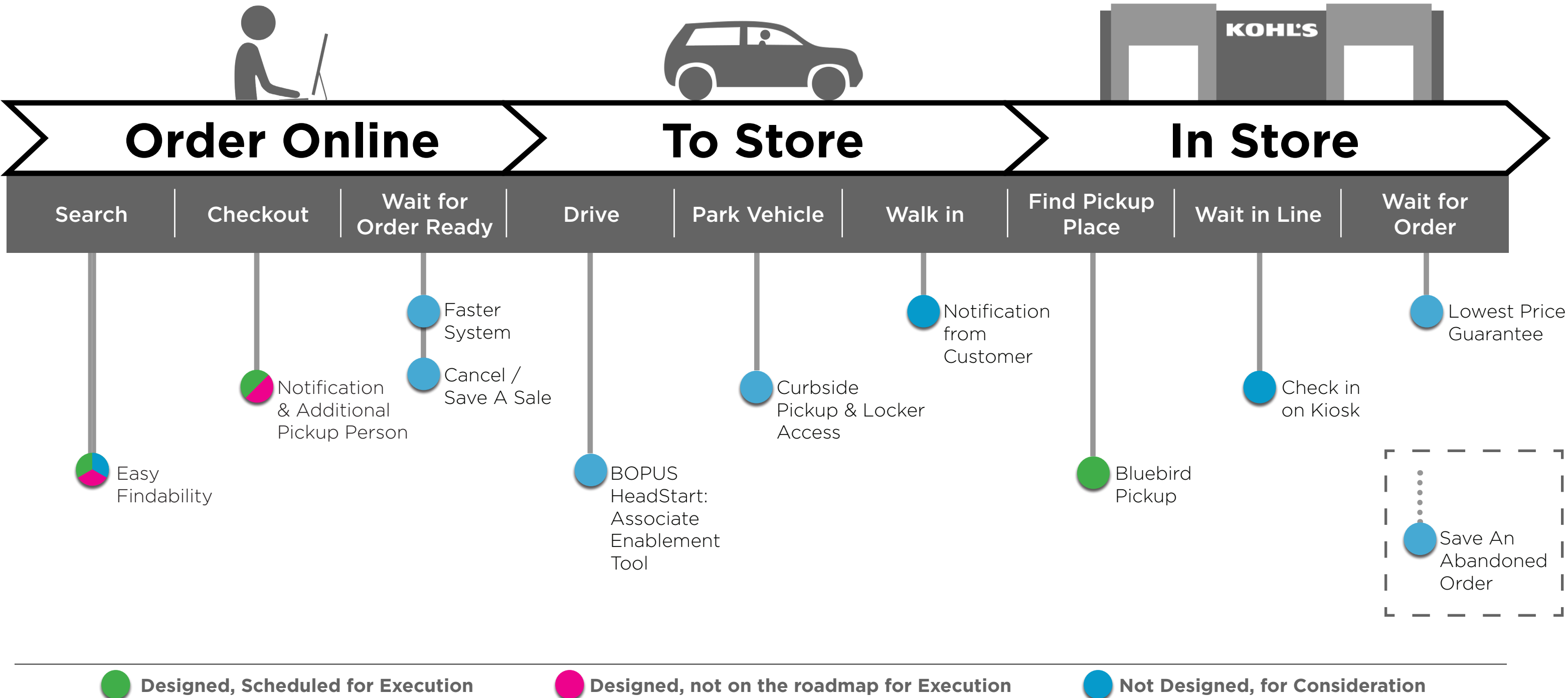
B3

Building Better BOPUS

KOHLS[®]

BOPUS CUSTOMER JOURNEY MAP VISION

"Will Provide An Easier, Faster and More Engaged BOPUS Experience"



1 Easy Findability - Part 1

Search & Browse at Preferred Local Store!

Integrated Search

Integrated search adds toggle buttons into customers' searching process, which allows customers to quickly switch the searching scope from Kohls.com to their preferred store. Search query and the 3 recommended products will also be changed into top searches in customer's preferred store based on big data.

Browse: Store Filter

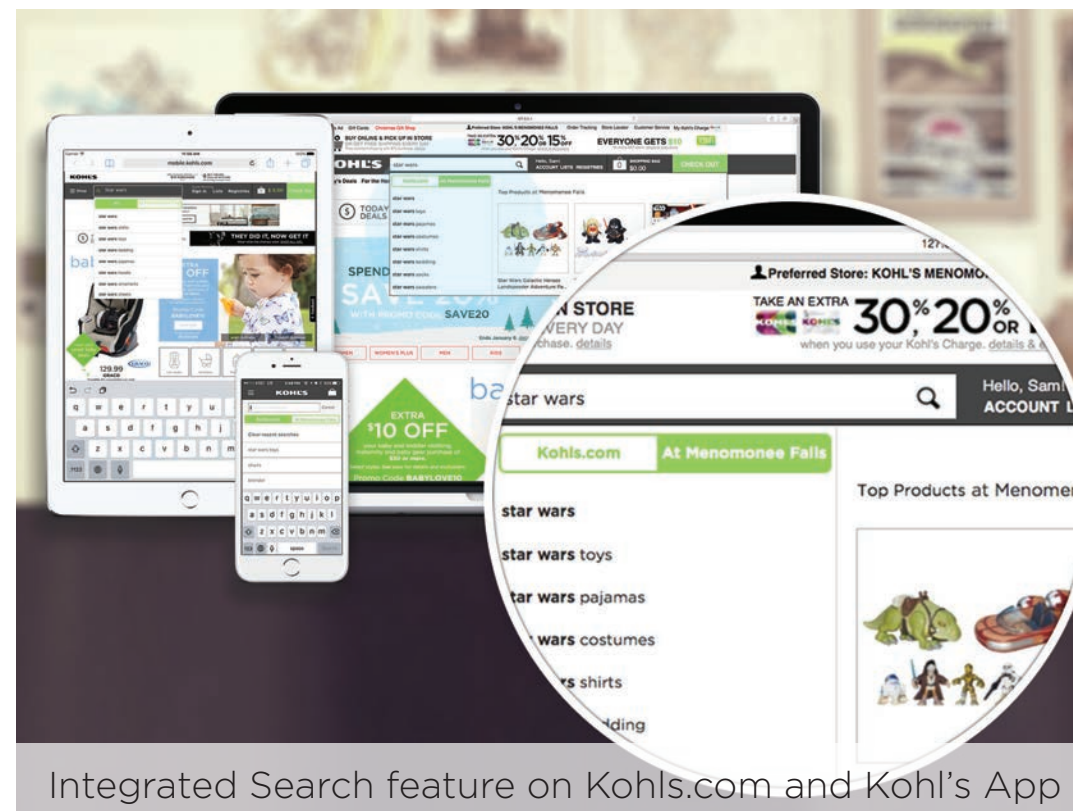
Product matrix can be filtered by store(s) and show products available for pickup at a specific store.

OmniChannel - Ship to Store

Items could be shipped to store for customer to pick up without shipping costs. (Future opportunity similar to Target and Walmart)

Store Tool App

Store Tool app provides tools like price checker, wallet, in-store inventory availability, and in the future wayfinding to guide customers directly to products inside the store.



Integrated Search feature on Kohls.com and Kohl's App



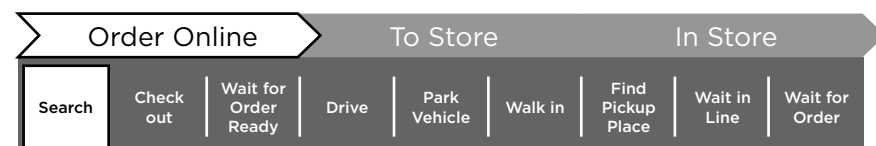
Store Filter on PMP page



Ship to Store option on PDP page



Using Store Tool App to scan a product in store



1 Easy Findability - Part 2

Search & Browse at Preferred Local Store!

Easy Scope & Store Switch

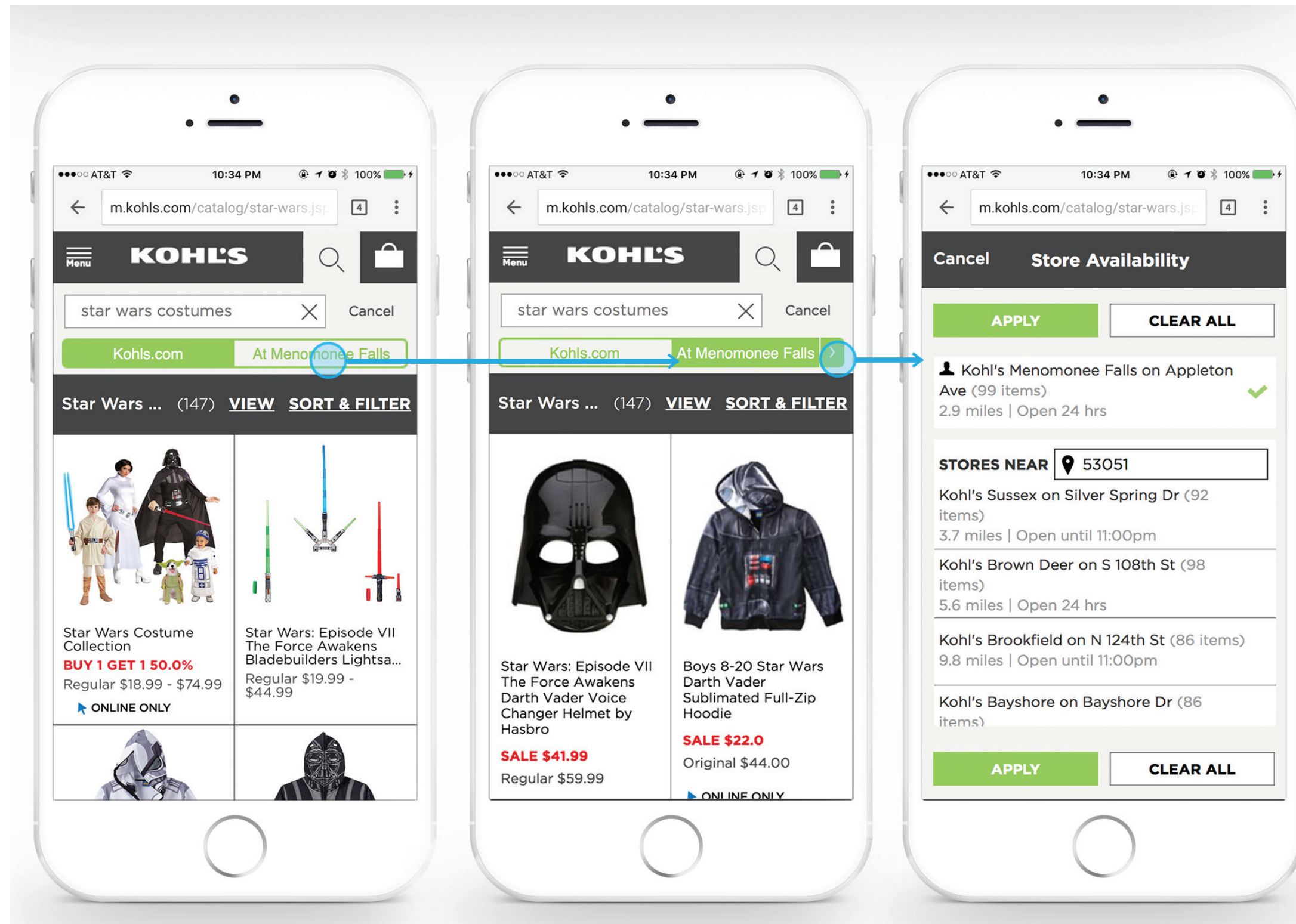
Kohls.com and Preferred Store toggle buttons are also added to Mobile PMP pages. Customers can easily switch product matrix to preferred store inventory by one click. Products on preferred store matrix are promised to be available.

New Values

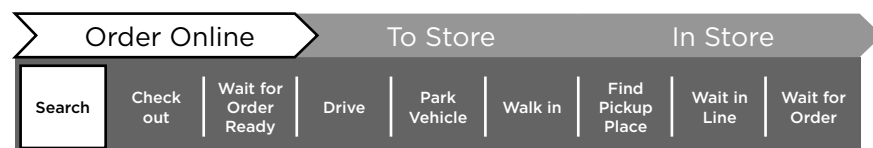
Localization - By showing top searches in preferred store, customer knows what is popular in local neighbourhood.

Personalization - We connect with our customers in ways that are authentic and welcoming. Searching on desktop shows 3 top products next to the query related to the keywords. We personalize this search experience by using big data of what customers often view and their favorite color, size, style, etc, to step ahead of what customers need.

Easier BOPUS Search and Shop Experience - Integrated search shorten BOPUS search and shop process, especially on Mobile platform, since customer doesn't have to go to filters to apply store filters.



Alternate Pickup Person Options in Kohl's Online Checkout Experience



2 Notifications & Additional Pickup Person

Assign Someone Else to Pick Up the BOPUS Order for You

During checkout or even post-checkout, customers are able to add an additional pickup person. If the buyers are not sure if they can pickup their order themselves, they can inform their additional pickup person to pick up the order. Buyers also have the ability to remove or change the additional pickup person.

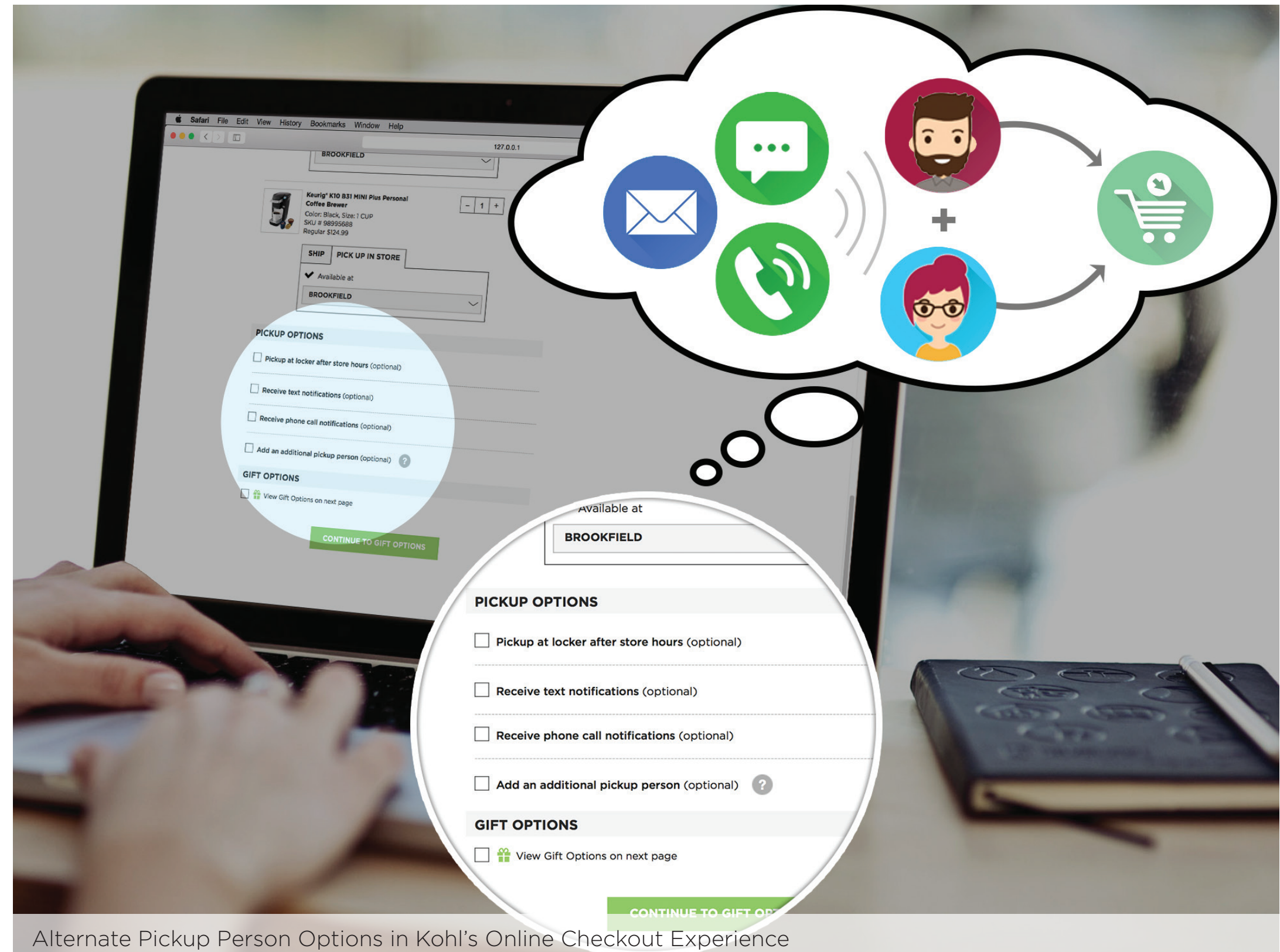
New Values

Additional Pickup Person

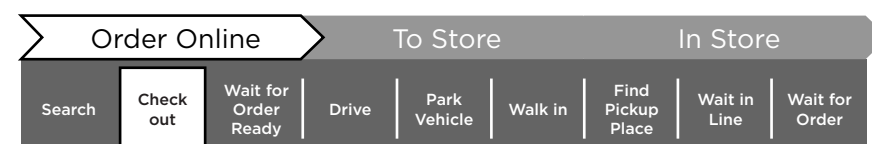
Allowing customers to assign their friends or family members to help picking up their order makes BOPUS experience worry free if the customers have busy schedules.

Notifications

Adds ability to choose how customers want to be notified via text, phone call in addition to email.



Alternate Pickup Person Options in Kohl's Online Checkout Experience



3 Faster System

Promise 30mins Picking Window

Instead of making customers wait for about 4 hours to be able to pick up their orders, Kohl's now allows for ideally a 30 minutes promise window. Orders are now available for pickup in 30 minutes. (Operationally 60 minutes, especially during peak, might be acceptable.)

New Values

Reducing picking time window down to 30 minutes allows customers get their merchandise sooner. It gives customers the ability to pick up items over a lunch hour or on their way from work. This quantum of time fits within a larger variety of life's opportunity occasions and empowers more spontaneous shopping.

Customers can place their order when they are off work, and pick up the order on their way home.

If it's not ready for pickup within 30 minutes, customer will get some dollar-off **coupon** for their next purchase.

No need to make sure customers know they need to wait for the "ready for pickup" email.

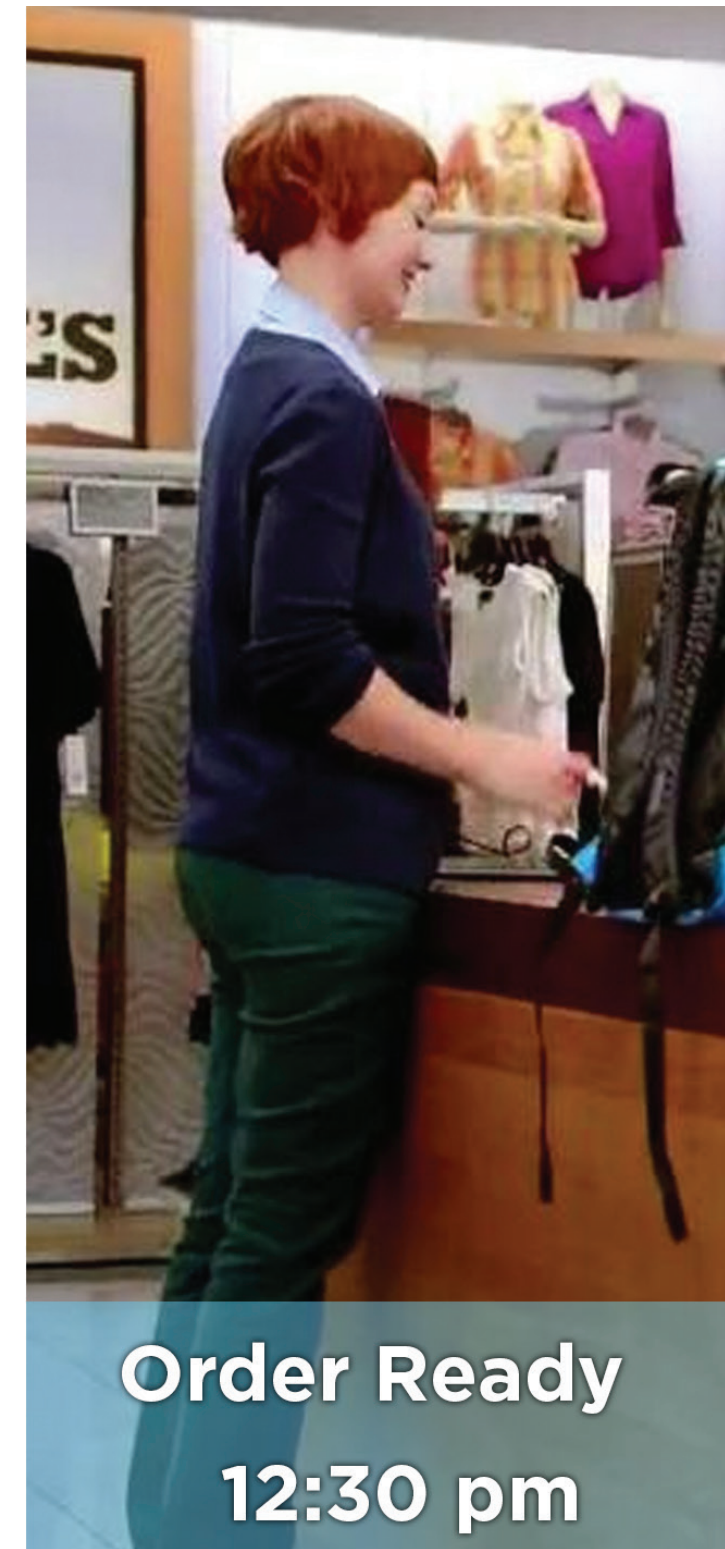
Opens up BOPUS orders from Endless Aisle Kiosk in one store to another store by the time it takes to drive there.



Place Order
12:00 pm

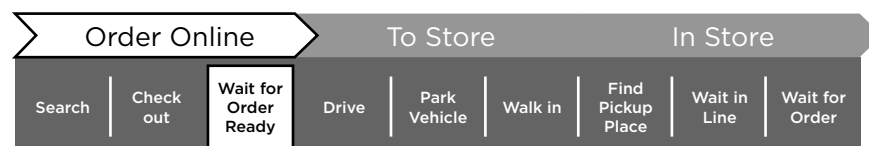


Drive to Kohl's
12:05 pm



Order Ready
12:30 pm

Time window changes from 4 hours max to 2 hours max.



4 Cancel / Save the Sale - Part 1

Self Service: Extend Pickup Days, Free Shipping/Sideways on Canceled Order

Color Switch, Free Shipping, Sideways on On Hold BOPUS Order

Before a BOPUS order is canceled due to item availability, customers will get an order on hold email that allows them to change the pickup location to another store that has merchandise available or get the order shipped to home for free.

Extend Pickup Days

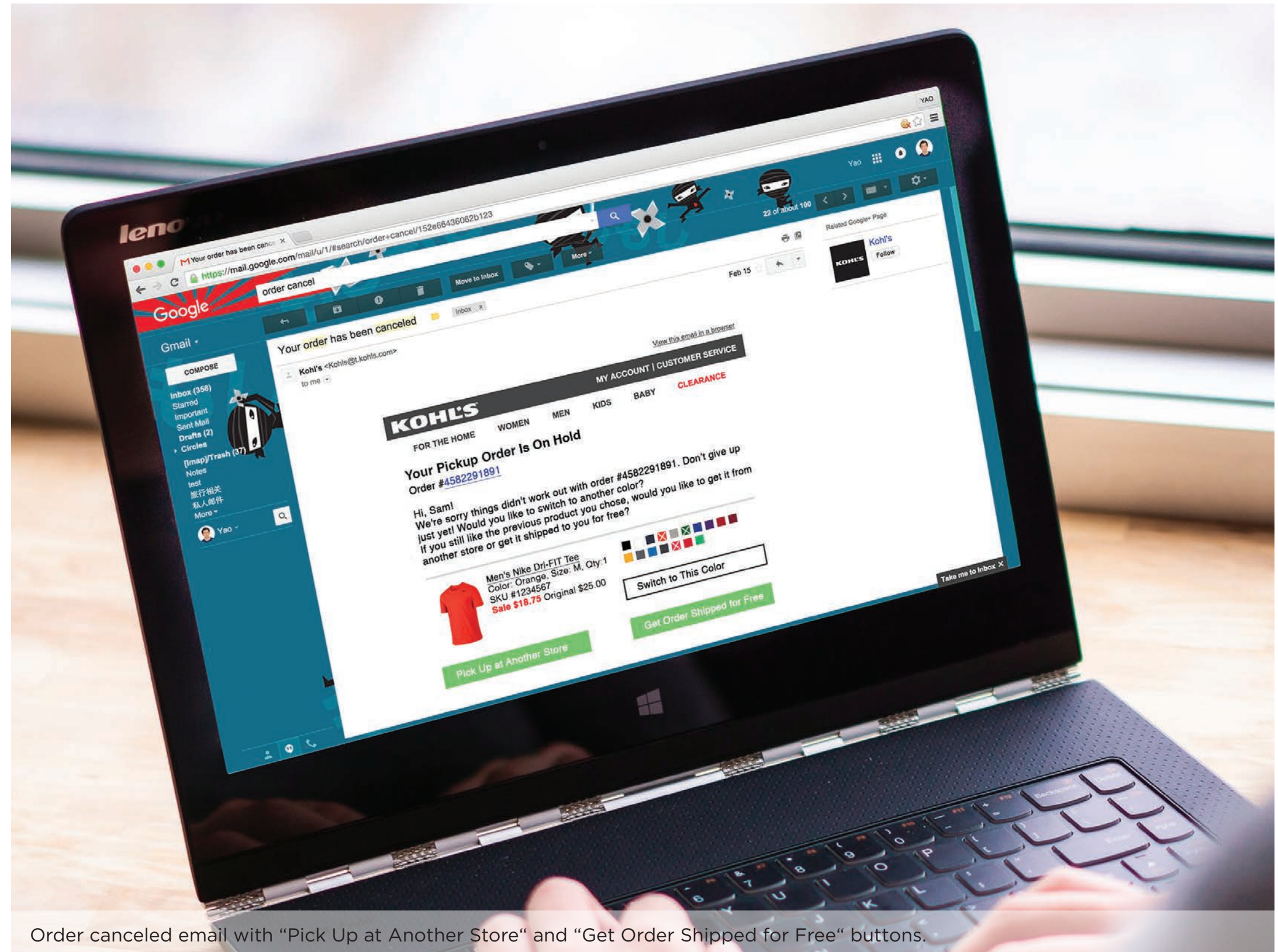
When the pickup order is expiring soon, customers will get reminder emails and they'll be able to extend their pickup days manually by self service.

Manage Order

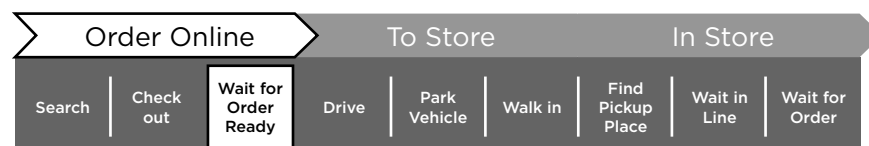
Customers are also allowed to manually cancel their order by themselves.

New Values

Customer will surely not be happy when their order got canceled by the store. Providing sideways and free shipping will save this order. Customers will also be happy about it because they have the options of pickup at another store and free shipping.



Order canceled email with "Pick Up at Another Store" and "Get Order Shipped for Free" buttons.

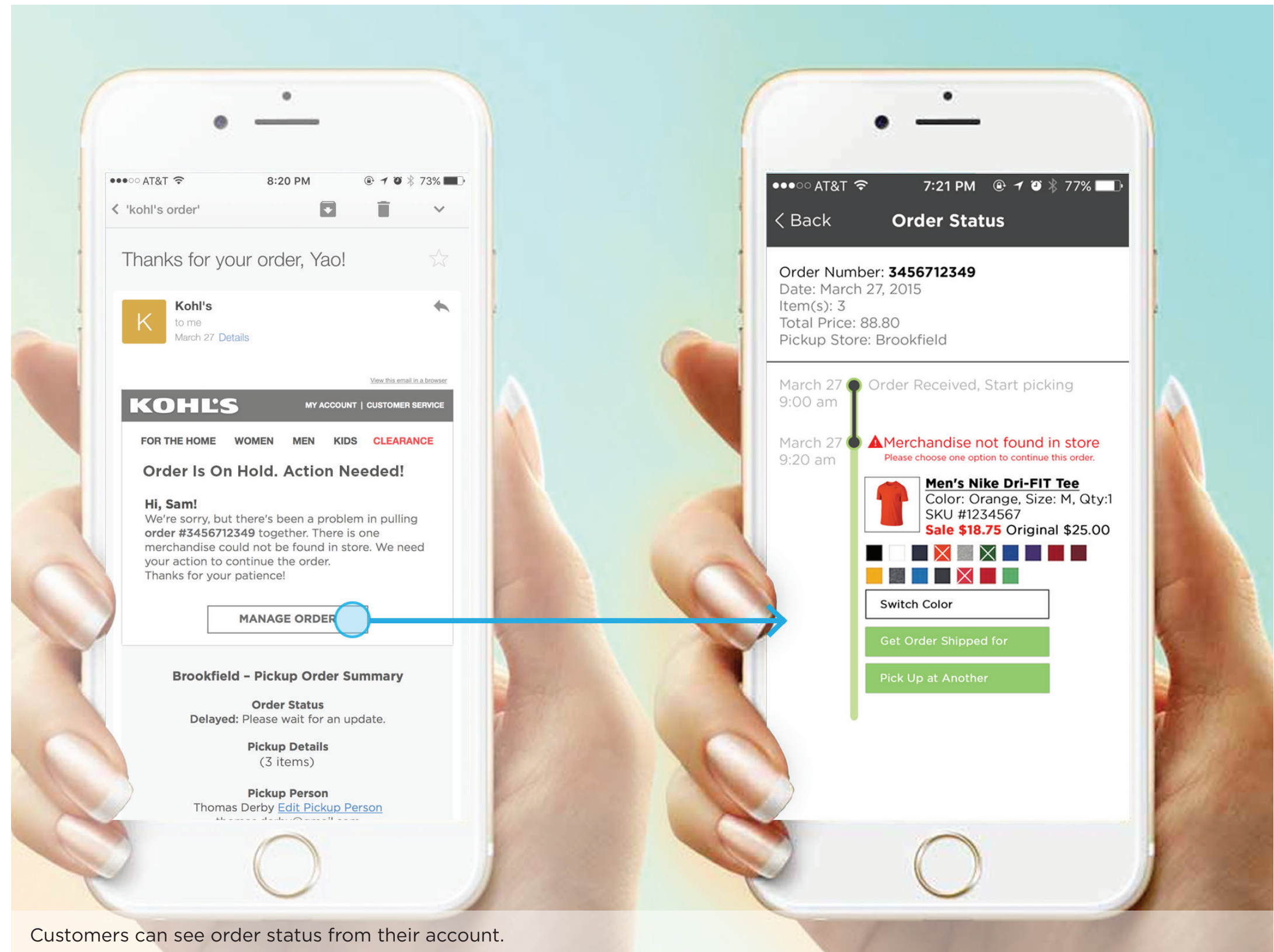


4 Cancel / Save the Sale - Part 2

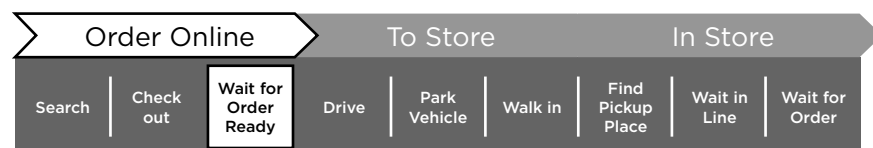
Self Service: Extend Pickup Days, Free Shipping/Sideways on Canceled Order

Order Status

Customers can see their order status from their “Manage Order” feature in their account. If there is any problem with their order, customer can solve it by themselves.



Customers can see order status from their account.



5 BOPUS HeadStart: Associate Enablement Tool

When You Are Close, We Are Ready!

Not only is the customer experience important, but the associate experience needs to be strong in order to support a great BOPUS experience. Each BOPUS lead will have a Bluebird device with associate enablement tools, one of which will show notices of upcoming BOPUS customer pick ups.

When customers are on their way to store to pick up their order and are within a certain distance from the store, the geo-fence notice will show their estimated arrival time, so that the omni-associate can get the merchandise ready for customers in advance.

Customers can also check in on their phones actively so that associates will be notified about their ETA.

Pre-Processing

By getting customer's merchandise ready on the customer service desk in advance. Customers will be able to pick up their order without any delay.

Speedier Pickup

Associate starts getting ready when customer is on their way to the store. And when customer walks into the store and approaches customer service desk or where they should pick up their order, the merchandise is ready. They get the merchandise with no waiting.



BOPUS Geo-fence notice on BOPUS Lead's Bluebird device shows upcoming pickup customer.

6 Curbside Pickup & Locker Access

Stay in The Car, Get & Go!

By the time customers arrive at the store, an associate is waiting at the curbside pickup spot for the customers with the merchandise ready in hand. Customers just need to pull over by the curb and the associate will hand the merchandise to them.

We can take advantage of Geo-Fencing technology to alert associate when the pickup customer is in a distance range.

A limited number of lockers can be deployed either near curbside pick up or right inside on entrance. Outside lockers might allow for after hours pickup. Lockers might also be used for returns.

Different Pickup Place

Curbside pickup provides customers with another dedicated pickup place.

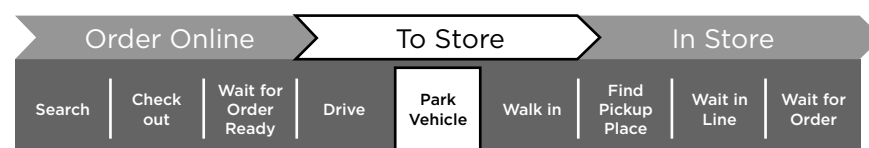
Speedier Pickup

Customer doesn't even have to step out of the vehicle. They get their merchandise and they are good to go.

The purpose of this slide is to drive to some input and eventual decisions around these two elements that have been under consideration and discussion for a year.



Kohl's Curbside Pickup



7 Notification From Customer

Self Start by Mobile: You Get Here, We Are Ready!

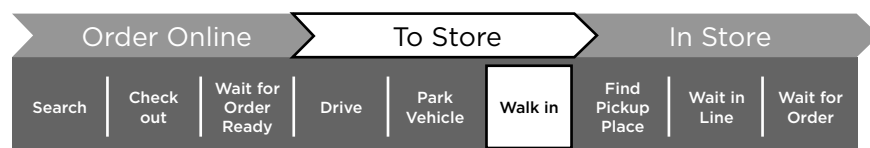
When customer is approaching their pickup Kohl's store, (e.g. at Kohl's parking lot) Kohl's app knows the customer is close and sends a push notification with a "Check in" button through the app or email. Clicking the button sends alerts to Omni-associate so that associate can get the order ready. Less waiting.

Customer can choose if they want to come into the store or not and get their order at curbside or at designated BOPUS parking space. Uses both active and passive notification.

Speedier Pickup

Associate starts getting the order ready when customer is on their way. When they walk into the store and approach customer service desk the merchandise is there and ready. No waiting. This allows associates to start their part of the in-store pickup sooner than they do now thus reducing the time the customer is waiting. Customers count their time from the moment they enter the store until they have their order in hand as the total time. Allowing associates to start earlier will give them a head start.

NOTE: Merchandise storage location in store affects the time to bring the item to the customer pick up location. Notifications mitigate this.



8 Bluebird Pickup

Skip The Line and Come to Any Associate

Bluebird pickup allows associates with bluebird devices to deliver items for customers. So instead of waiting in the general purpose Customer Service Desk line, BOPUS customers can have any associate with a Bluebird device help them. If the volume justifies during peak/holiday time we can set up temporary tables for exclusive use of BOPUS pickups.

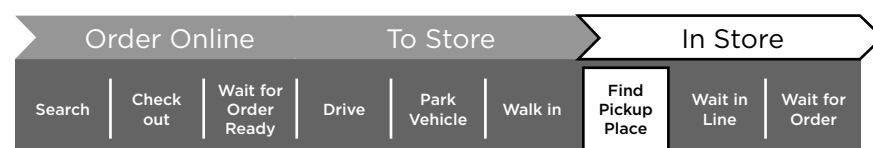
Combining with the usage of **Pickup Pass**, the pickup experience is even much easier.

Different Pickup Place

When there is a long line in front of Customer Service Desk, not only customer can find help for order pickup, associate can also actively identify pickup customers and help them. It will help reduce the time since customer skipped a long line.



Bluebird scanning a pickup pass.



9 Check in on Kiosk

Self Start Checking in: “I’m Here for A BOPUS Order!”

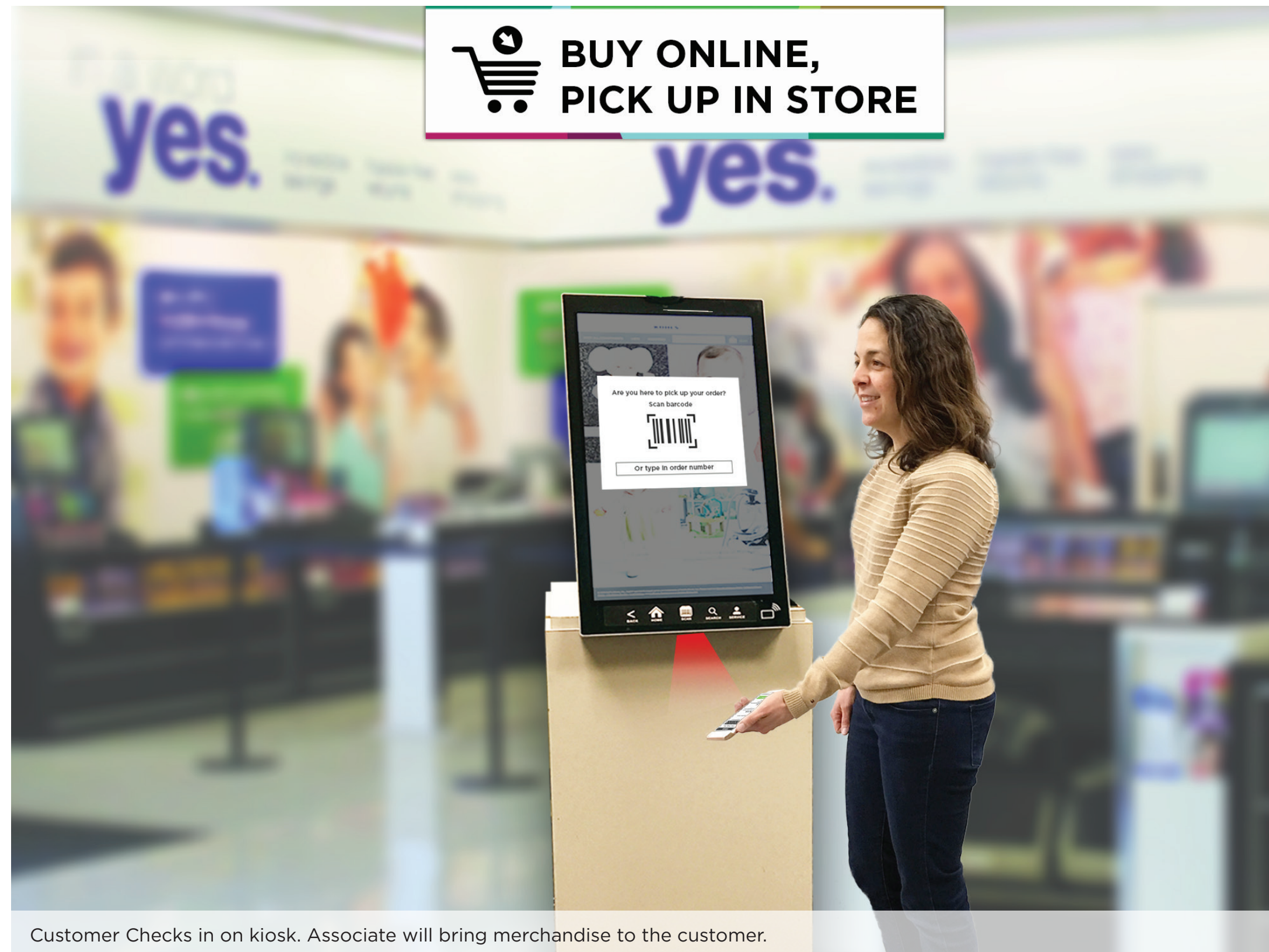
Customers have an alternate way to pick up their merchandise in store. They can check in on kiosk to notify associates that they are standing by the kiosk waiting for their pickup orders. An omni-associate will bring the merchandise to the customer in a couple of minutes.

Research suggests a location in customer service where a customer “checks in”, informing associates they are there for their BOPUS order. If the customer pre-informs by notification before getting to the store, the order will be ready.

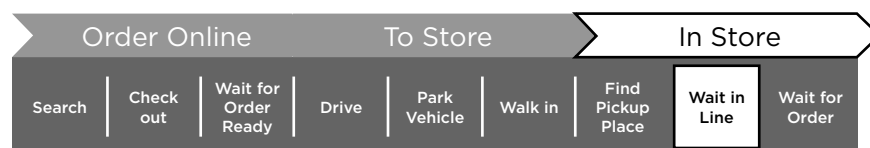
Different Pickup Place

BOPUS pickup customers can use any kiosk in the store to check in and notify an associate to bring them their order. Giving an known location alternative to the general purpose line at the customer service desk.

- Solution will also work with current Kiosk. (except scanning function)
- The call associate/Help button will also work if on-call associates have bluebird devices.



Customer Checks in on kiosk. Associate will bring merchandise to the customer.



10 Lowest Price Guarantee

Price Goes Cheaper? Forgot to Use Discounts? You Got It!

It happens that customers placed an order with a higher price but when they pick up the order, the price goes down, or customers forget to apply discounts or offers when they place orders online. Customers will not be happy about that.

Lowest price guaranty allows customers pick up the orders with the newest low price and apply additional discounts / offers, and get the extra money back as credit on their **Kohl's Charge Card** or **Kohl's Cash**.

New Values

Lowest Price Guarantee gives customers assurance that they will get the most advantageous price if they use BOPUS at Kohl's. Customer can place a BOPUS order before holiday season without worrying if they get the best price. They don't even have to do anything, associates will take care of it.

March 6

Paid price when the order was placed

\$ 85.00

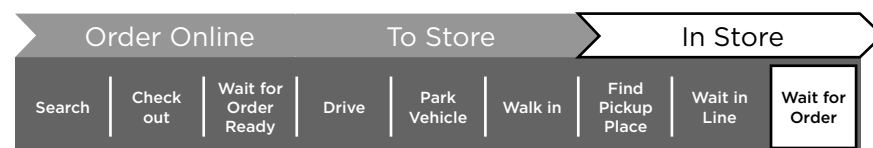
March 8

Merchandise price when customer picks up

**\$ 75.00
& 15% off**



Associate gives Kohl's cash to a customer because of the price match of that day.



11 Save An Abandoned Order

Save A Sale!

There are many reasons that an order is not picked up.

It's possible that customers forget to pick up their orders, or they run out of time due to various reasons e.g. illness, family emergency, travel, inclement weather, etc.

We can add texting and phone call to remind them to pick up. Additional options such as extend pickup, add additional pickup person, or allowing them to shift to Ship To Home.



Order Online			To Store			In Store		
Search	Check out	Wait for Order Ready	Drive	Park Vehicle	Walk in	Find Pickup Place	Wait in Line	Wait for Order

Appendix

Kohl's BOPUS In-Store Kiosk Check-In Prototype Research Results

RESEARCH OVERVIEW

The goal of this in-store study was to capture actual & customers perceived time to complete a BOPUS order at Customer Service vs. going directly to the in-store kiosk. Identify what other issues exist, what worked, didn't, and what's missing on the kiosk interface.

KEY FINDINGS

Each participant explored picking up a BOPUS order at Customer Service, and then the BOPUS kiosk in the Kohl's Brookfield store.

- 4 preferred to use Customer Service because they either liked having someone else do the work for them, or liked the human contact & ability to talk to someone while waiting for their order.
- 4 preferred the kiosk because they didn't have to wait in line, could do it themselves, or they could shop around the department while waiting for their order.
- The location of where BOPUS orders are retrieved from is important as having Associates walk back to the stockroom is not only hard on the Associates who get stopped along the way by other customers, but also creates the perception that it takes longer as customers have an expectation that their item will be in the front of the store at Customer Service (e.g. Target and Walmart).
- 2 of the participants wanted a dedicated kiosk for only BOPUS pick-ups at the front of the store.

Kiosk Interface Issues

Overall all the participants were able to use the kiosk with the exception of 2 who tried to scan their BOPUS e-mail at the "Scan Here" location first because the "Tap Here" intro screen instructions only appeared on one of the two intro touchscreens.

Signage Issues

2 out of the 8 participants asked Customer Service where the kiosk was located rather than try to find it on their own because they didn't see the signage right away.

What's Missing

- A personalized acknowledgment of how long the wait will be at the kiosk for an order to arrive would be helpful.
- A flashing light above the kiosk so the Associate knows what kiosk the customer is waiting at would be reassuring.
- Important that the order arrives bagged and with a receipt so customers can walk out of the store with the item.
- Kiosks should be in different departments, or at least close to Customer Service at the front of the store.
- Ability to scan their order number from their Smartphone and have it appear automatically on the touchscreen.

Kohl's BOPUS In-Store Study March 28-28, 2016

- 5 females & 3 males
- Ages 21-38
- Shop for clothes, home goods, bedding, shoes
- Own & use a Smartphone
- Medium & high tech savvy
- Shop at Kohl's & other retailers
- Have done BOPUS
- Have used a Kohl's kiosk
- Income 16K-69K

Research Objectives

- Conduct a usability test on the current Kohl's BOPUS digital kiosk experience: What works, what doesn't & what's missing.
- Understand actual vs. perceived time to complete a BOPUS pick-up at Customer Service vs. the in-store kiosk prototype.

Appendix

Kohl's BOPUS In-Store Kiosk Check-In Prototype Research Results

Actual vs. Perceived Times

Actual times were recorded, in addition to asking the participant's their perceived time to complete their pick-up orders. The perceived times were closer to actual times when it came to picking up an order at Customer Service vs. the kiosk.

Customer Service BOPUS Pick Up

	Actual Times	Perceived Times
P1	5:19 minutes	5:00 minutes
P2	4:59 minutes	5:00 minutes
P3	5:58 minutes	5:00 minutes
P4	4:03 minutes	5:00 minutes
P5	4:36 minutes	8:00 minutes
P6	6:11 minutes	4:00 minutes
P7	6:02 minutes	5:00 minutes
P8	4:52 minutes	10:00 minutes

Kiosk BOPUS Pick-Up

	Actual Times	Perceived Times
P1	4:52 minutes	5:00 minutes
P2	4:43 minutes	6:00-7:00 minutes
P3	5:27 minutes	5:00-7:00 minutes
P4	5:29 minutes	10:00 minutes
P5	4:43 minutes	8:00 minutes
P6	5:33 minutes	6:00 minutes
P7	4:41 minutes	5:00 minutes
P8	5:08 minutes	15:00 minutes

Customer Service Desk

Actual Time
(average)



5 min 8 sec

Perceived Time
(average)



5 min 53 sec

Kiosk

Actual Time
(average)



5 min 5 sec

Perceived Time
(average)



7 min 56 sec