

# Why You Need a Curbside Program for Your Store

The convenience of **contactless shopping** has made curbside pickup an increasingly popular option – one that's likely to last!

Mobiquity recently reached out to over 400 consumers to see how they felt about curbside options and how they'll use curbside in the future. Learn more about what we found out, below.



## Our survey of consumers found:

65%

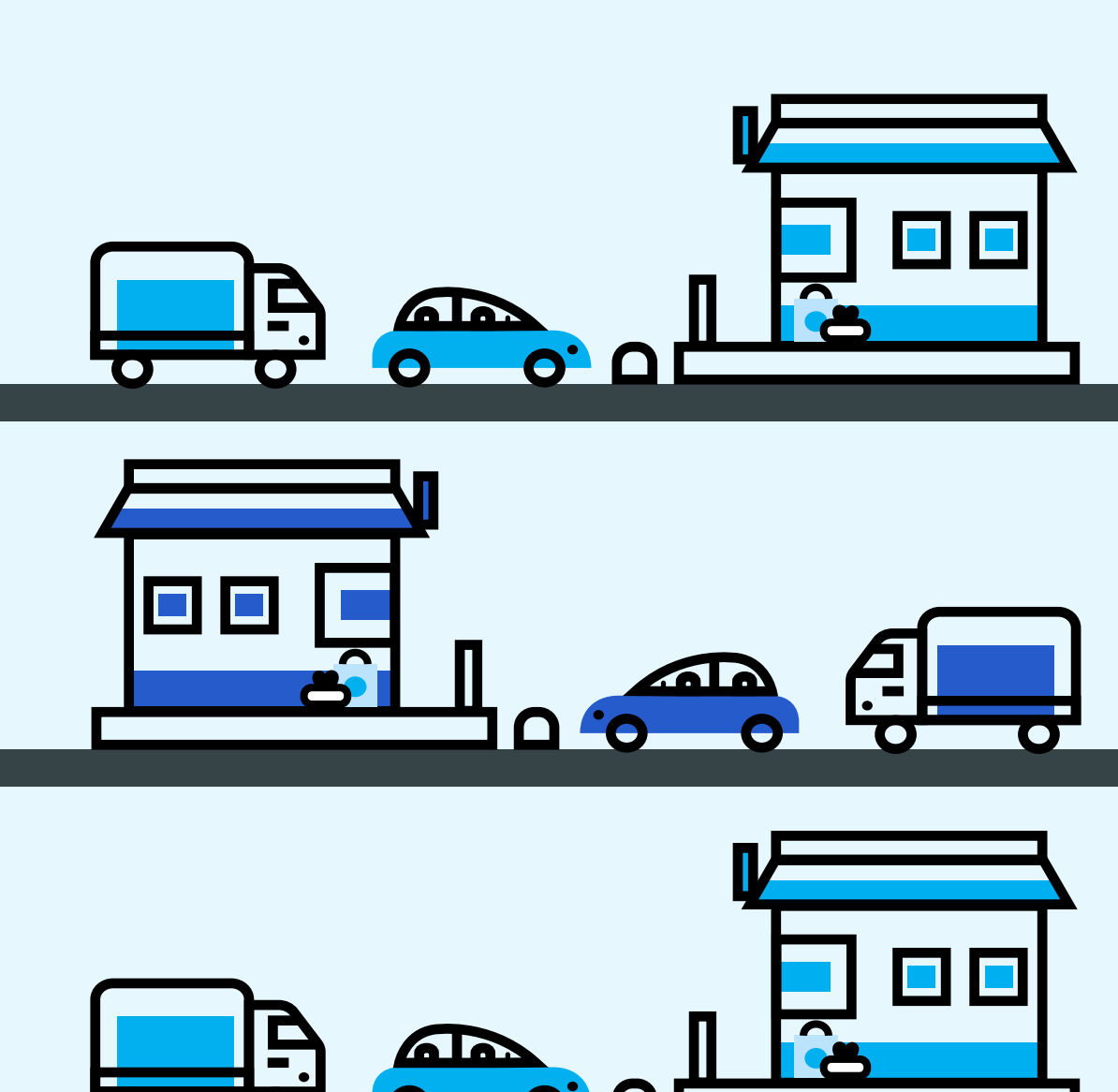
Agree social distancing has led them to **try new ways of buying food**.

67%

Say they're likely to **continue using new methods** after social distancing is relaxed.

up to 125%

Respondents predicted they'll use curbside pick up **even more once social distancing is relaxed** – up to 125% of their total volume of purchases.



Consumers are clearly starting to prefer a digital approach to purchase and delivery. But simply having a curbside delivery program doesn't guarantee success.

**Modern shoppers** are more familiar – and expect more – with **ordering systems**.

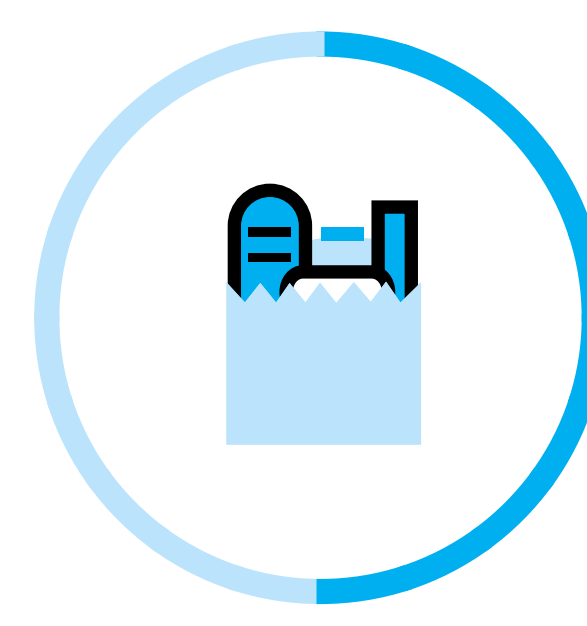
1/3 to 1/2

of those who are new to using food mobile apps aren't satisfied with their experiences



**Take out and curbside pickup apps:**

67% satisfied



**Grocery store apps:**

only 52% satisfied



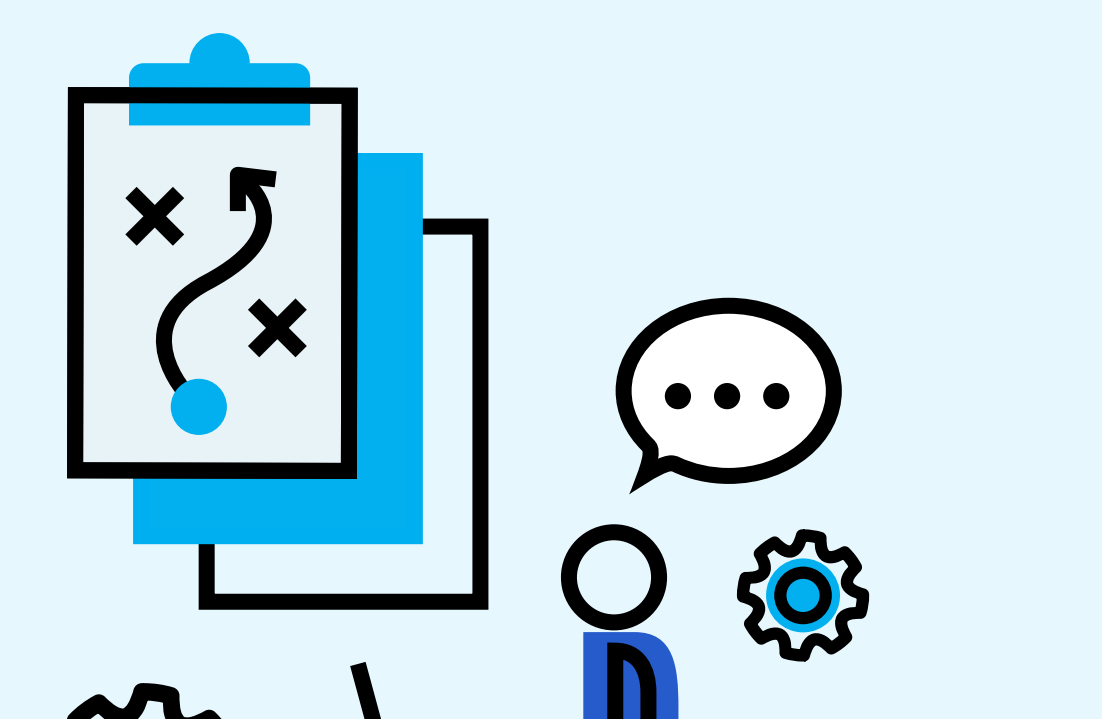
## Top improvements to food ordering apps according to consumers:

- 1 More time slots, particularly with groceries
- 2 Visibility with inventory levels
- 3 Better substitutions when items are out of stock
- 4 Completely contactless experiences
- 5 Ability to browse menus/goods without logging in
- 6 More visibility with potential fees
- 7 Better customer service

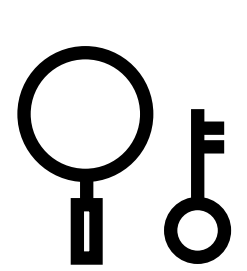
## How can your company create positive experiences with your customers?

You need to address areas of friction with planning and intuitive design.

In the span of two weeks, **you can evolve your idea into a layered plan**. It sets you up to quickly develop a functional MVP for live testing.

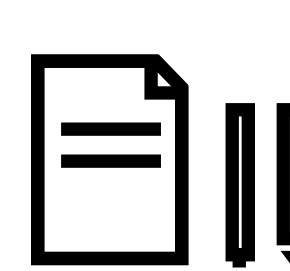


## Mobiquity's Quickstart Curbside Workshop offers a solution.



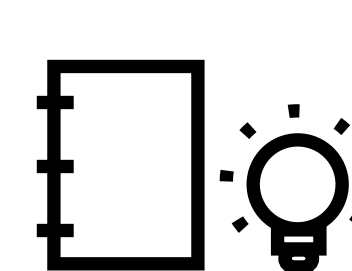
### Quickstart Assessment

We work with your key stakeholders, uncover important considerations for your business and recommend the best path forward.



### Optimized Assessment

We methodically determine the elements that make or break a curbside program.



### Final Plan

We examine and make recommendations around costs, risks, marketing, training, change management and other factors.



## You'll enjoy **additional benefits** with a program for your store:

- Maintain cash flow and customer preference when in store visits aren't possible.
- More frequent customer visits with potentially higher check averages.
- No need to maintain an expensive fleet of delivery drivers.

Contact us now →

When you're ready to start a conversation about a curbside delivery program, let's talk. **Mobiquity** has a wealth of experience helping customers in your position.