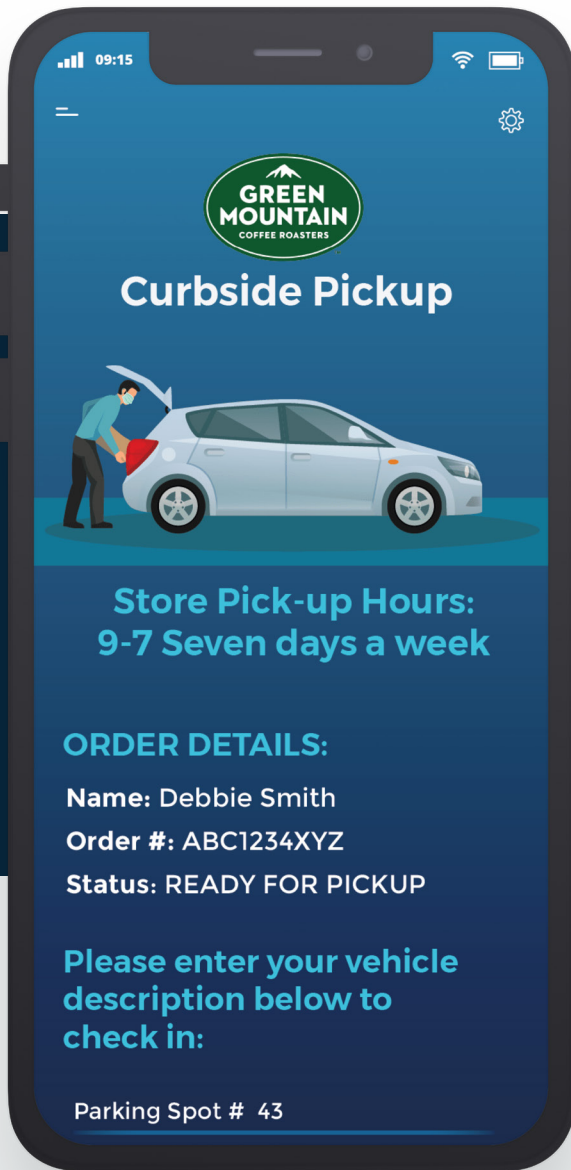


shawscott

# CURBSIDE NOTIFICATION SERVICE



In 2020, curbside pickup has proven to be an extremely valued and beneficial service, which is why Shaw/Scott is introducing our very own curbside notification web app. Our new service helps to provide a safe and simple option for both retail and restaurant business owners who are dedicated to prioritizing convenience and comfort for their customers. It is also platform agnostic, allowing it to be utilized on any email marketing platform that permits the use of form pages, including Responsys, SFMC, Selligent, and more.



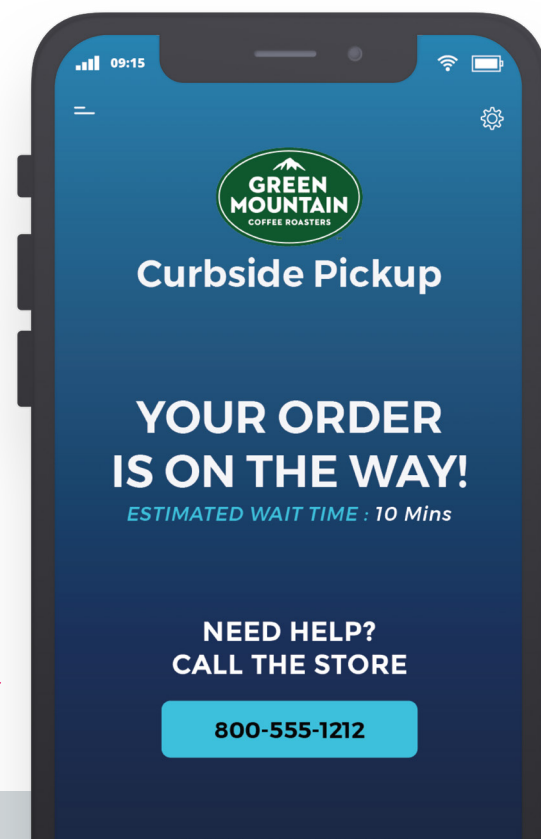
## WHY SHOULD I USE THIS SOLUTION?

Many brick-and-mortar businesses are turning to curbside pickup to improve customer retention and loyalty. Here's why you should choose our solution:

- / Quick installation and simple training
- / Customizable experiences for both customers and in-store employees
- / Simple, form-driven input from customers via mobile device
- / Browser based, no client-side technical resources or development necessary

**Curbside pickup capabilities are ideal for businesses:**

- / With existing BOPIS capabilities, who are looking to expand their options
- / Without an application integration
- / With limited technical resources



## HOW DOES IT WORK?

It goes a little something like this:

- / Order confirmations include a link to a custom mobile form and instructions that let customers know what they should do when they arrive to retrieve their order. Customizable information, such as order numbers, is passed through to form a link.
- / Either before or after arriving, customers will open the mobile landing page form to enter data such as vehicle model/color or parking spot. An "I am here" option is also available.
- / Each form triggers a page stage advance with consumer messaging, letting customers know their order is on its way to their vehicle.
- / Each form also triggers a notification to web-based in-store UI, notifying store associates that the customer is curbside. Order numbers and other important information are included in these notifications.
- / A "click-to-review" button is displayed within the same notification page.
- / Store associates can easily mark deliveries as "in progress" and "complete" as they work through orders.



## IS IT WORTH IT?

Although curbside pickup is a necessity in a time when social distancing is a great public health concern, the need for such capabilities won't disappear when social distancing comes to an end. For people with disabilities, the elderly, families with small children, those in a hurry, or folks who simply don't like to browse in-store—especially during peak shopping seasons such as back-to-school and holidays—providing the option for curbside pick-up will always be appreciated.

## WHERE DO I START?

Our Shaw/Scott team is happy to set you up with our curbside notification web app today. Contact our marketing experts now to get the ball rolling.

Shaw/Scott is a digital marketing agency that empowers brands to elevate customer experiences. We offer bold solutions in consulting, implementation, enablement, and software, giving our clients a robust toolbox to bring marketing goals within reach. With a global team of industry pros, rave reviews from leading brands, and more industry awards than we have shelf space, Shaw/Scott is a leader in customer-first digital marketing.

Contact us at [evolve@shawscott.com](mailto:evolve@shawscott.com) to get started.