

Co-op Scales Up and Optimizes Convenient Grocery eCommerce, Pickup & Delivery



Profile

Co-op is a leading food convenience retailer, with over 2,600 locations in communities across the UK. Co-op's 4.6 million members trust Co-op for its focus on convenience, quality and value, community and eco-friendliness.

Compelling Event

With 15% eCommerce penetration in grocery, the UK is among the world's most advanced digital markets. In order to gain a foothold in this market, leadership identified the need to deliver exceptional end-to-end customer convenience. This required digitally measuring, optimizing and orchestrating every step, from eCommerce through final delivery.



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Technology*

Challenges

- 1 Match the convenience of retail grocery by offering reliable, local, one-hour grocery delivery; despite unpredictable levels of demand.
- 2 Meet customer expectations for speed and reliability with complex product data, accurate order picking from local stores and preference-based substitutions.
- 3 Develop efficient, agile eCommerce, retail and delivery operations.
- 4 Ensure affordable, rapid delivery service on limited pilots, then rapidly scale delivery across the UK while remaining agile and responsive to market changes.

Solutions



Engaged Naveo's modular, microservices-enabled Connected Commerce SaaS platform to manage, measure and optimize eCommerce, retail in-store picking and setup for fulfillment.

Leveraged Bringg's data-led delivery and fulfillment cloud platform to manage, automate and measure multiple delivery models, across both internal fleets and Bringg's Delivery Hub, to deliver a next-generation customer experience.

Optimized For:



Customer convenience



Fast, accurate and profitable in-store picking



Drive demand for local high street locations



Individual store configurations eg different SKU combinations, picking routes etc



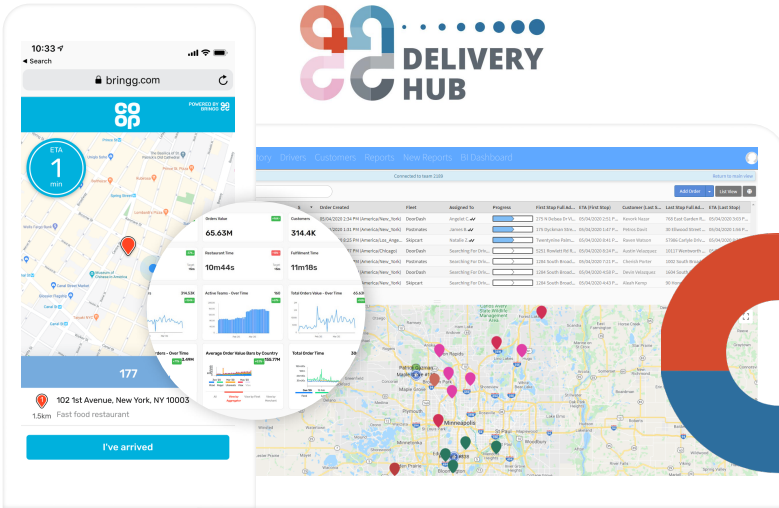
Local, eco-friendly delivery



Retail pickup



Last mile delivery



Bringg and Naveo's integrated cloud technology solutions orchestrated end-to-end eCommerce, pickup and delivery. This combined technology stack enabled Co-op to rapidly deploy, adapt, optimize and scale up grocery eCommerce in the midst of the COVID-19 pandemic. Shoppers across the UK quickly grew to trust Co-op's award-winning digital grocery and fulfillment experience, thanks to its reliable and convenient one hour, same day and next day grocery options.

The Results

25X

Wider eCom availability in one year

20%

Cost Savings in Last Mile Delivery

40%

Faster Retail Picking

9/10

Avg Customer Ratings

Best Use of Technology

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“Three years of growth in digital grocery compressed into just six months, this has stressed even the strongest online grocers. Thanks to this partnership, we have been able to rapidly scale, improving local performance nationwide; delivering better customer experiences while improving our efficiency and agility. This has rapidly become a key differentiator for the Co-op brand.”



Jason Perry
Head of Online Development, Co-op

“Until recently, order-on-demand existed only in the takeaway world. Bringing this convenience to online grocery required a radical, innovative approach. SaaS-based, modular technologies like Naveo Commerce and Bringg provided Co-op the agility to rapidly evolve and adapt, enabling unparalleled on-demand grocery convenience across over 1,000 stores in only 12-months. And this is just the start.”



Chris Conway
Ecommerce Director, Co-op