Click and collect

Click and collect is an innovative new product from BRIDGE that allows customers to pre-book a product online at the click of a button, paying for it and collecting it in store later at a time of their choosing. Click and collect is a widget attached to your e-commerce site, and it automatically selects the store nearest to the customer that has the product they want - they simply need to select the product and it will be reserved at the nearest store waiting for them.

By massively increasing the ease and convenience of the customer's online experience, Click and Collect is guaranteed to prove a big hit with online shoppers.

Connect your stores and sell more

By publishing your product inventory online and making it available to customers, it is now possible to view which products are available from which stores, making shopping all the more seamless and easygoing. You can display your entire product catalogue, local clearance products, etc. Customers will not only view this information and inprove their own shopping experience - they will also leave traceable information that will allow you as a retailer to see which products are most viewed and most in demand, providing you with vital information that you can use to improve your business from the inside out by quickly and fluidly responding to customer demand and giving consumers what they want, when and where they want it.

Click and collect is a solution to modern business problems, allowing you to send notifications to local customers such as "back in stock products", as well as allowing you to display local promotions. By updating your customers, you can keep them in the loop in real time, and they will always know what you have in stock and where, greatly increasing the ease at which they can shop online.

Total automation of your brand and store managers

Never miss a sales opportunity again with Click and Collect - by using this product, you will be able to avail of a reliable and secure notification system for your both your brand and local store managers. The managers will be notified immediately via different channels when a reservation is made, and we will notify your customers to keep them informed of the status of their purchases every step of the way, in a modernized version of the online shopping experience.

 By letting your managers into the loop, you keep them informed on exactly how the business model is working, what is being reserved and purchased, and where - your managers will be informed in real time, with you managing them in turn, all from a single back office. This puts you in a powerful position in which you can delegate responsibilities and focus on managing your business as a whole.

Advanced Analytics to grow your local business sales

BRIDGE offers an advanced reporting dashboard you can access anywhere. Monitor brand and local stores sales activities, and become completely informed of the mechanisms driving consumer demand. Learn more about your Consumers&#146; Local Search Behavior and local store sales. All your reports can be exported at anytime, making it easier to monitor online traffic and recent trends in your sales.

Integration with apps and ERP system

We integrate with popular apps, ERP's and ISs including Google Shopping accounts and Google LIA to advertise local products. Apps are becoming an increasingly popular aspect of online shopping and media in general, and adapting to this trend is vital in maximizing the success of a business. At BRIDGE, we believe that by keeping in touch with the way that people experience their surroundings, we can continue to maintain a strong and relevant presence in those surroundings and shape the business environment accordingly. Retail is one of many industries that will enjoy increased success by fusing their business models with the ever-growing system of apps popularly used by the modern consumer.

Inventory Management

Get real time statistics about what is available in stock, on demand, and how much stock you have per store location. You can personally oversee the constant flow of product reservation and forecast your local business sales, keeping yourself informed of which products are the most popular, the most in demand, and which are on the way out, allowing you to save money by cutting the less popular products loose before their sale becomes unfeasible, and capitalizing on growing trends early, faster than ever before.

Management on the go

Access everything from your tablet - store managers no longer need to tie themselves down to a desktop computer to manage the incoming product reservations. This frees them up and mobilises them, allowing them to multi-task by monitoring online traffic and instore activity simultaneously, which increases the efficiency of your business.

Comprehensive view of your store reservations and status

 In a few seconds your managers can view the availability of any product, making it easier for them to manage the reservation process and keep customers happy and attended to. They also have access to product prices and discounts, which allows them to keep track of the store product flows, which is useful both for keeping customers informed and for their own management of the store.

Accept or decline reservation in a few clicks

Receive notification via SMS or email when a new order is placed - accept or decline multiple orders at the click of a button, completely streamlining management and staff alike and maximizing the efficiency of the business as a whole. Our reservation management systems let you add notes to keep track of reservations when staff members are changing shifts, allowing you to make sure that no orders or information get lost during the transition. Click and Collect provides a solution to a host of common business issues, permitting the business to reach its full potential - keeping a watchful eye on all aspects of the business, from online traffic to staff activity, is made possible without any hassle using the new Click and Collect product from BRIDGE.