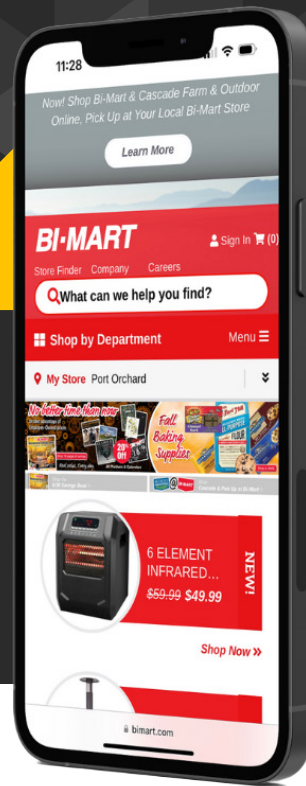




CASE STUDY

Bi-Mart Achieves 200% Increase in Conversion Rate with BOPIS



Overview

Offering shoppers the convenience of buying online and picking up in-store (BOPIS) has become a crucial strategy for omnichannel retailers. Bi-Mart, a popular retail chain operating in the Northwest region of the United States, recognized the importance of implementing BOPIS technologies to meet customer demands. Over a period of nine months, Bi-Mart implemented BOPIS, overcoming challenges and reaping significant benefits in the process.

The Challenge

The employee-owned company's brick-and-mortar presence has been around for decades, becoming a pioneer in membership and discount shopping. Bi-Mart focuses on delivering exceptional customer service and valuable experiences to its loyal shoppers. However, as more consumers started their shopping journeys online, the retailer quickly realized it needed a commerce solution that allowed shoppers to browse and buy products before ever stepping into a store.

The Solution

To enable BOPIS, the company partnered with Ignitiv to implement Kibo eCommerce. Patrick O'Connell, Director of Project Development at Bi-Mart, explains, "Our customers couldn't see product availability or information, or complete purchases on the old website."

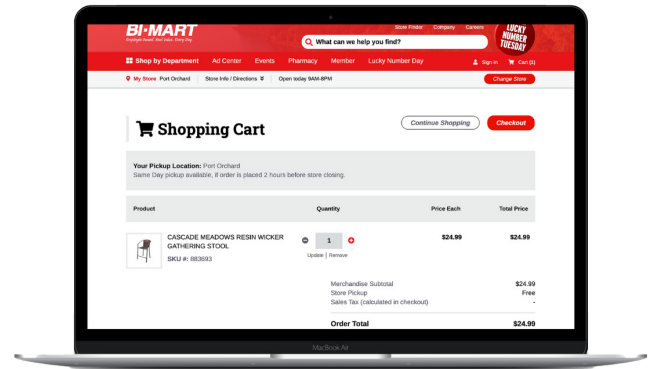
“With the implementation of this BOPIS solution from Kibo, we have taken a huge step forward by providing more shopping options to our loyal members.”

Bi-Mart CEO Rich Truett, noted in a press release

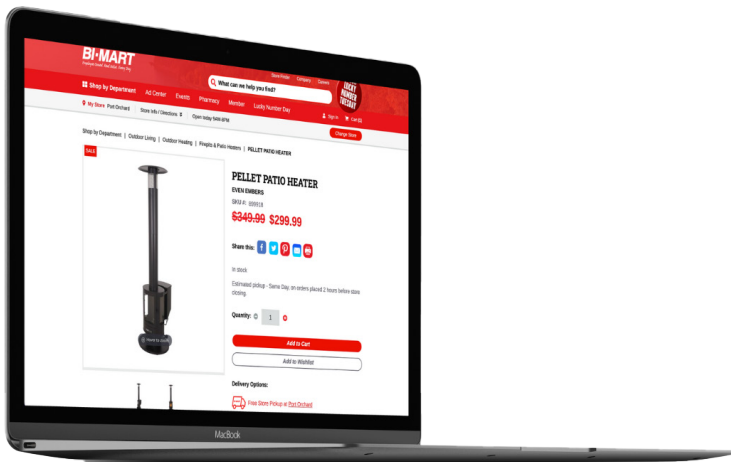


With Kibo and Ignitiv, Bi-Mart was able to:

- ✓ Populate the merchandise system with essential product details and images and categorize items for a seamless online shopping experience.
- ✓ Give customers full visibility into product availability based on their store location and desired pickup time.
- ✓ Provide store associates with an intuitive user interface, allowing for a seamless transition to BOPIS and ensuring consistency in storing, picking, and processing BOPIS orders.



As an employee-owned business, this implementation gives all of our associate stakeholders the power to improve customer experience in a meaningful way.



The Results

The implementation of BOPIS capabilities, in collaboration with Kibo, brought about significant results for Bi-Mart. Since the launch of the program, the retailer witnessed an increase in website traffic and memberships. This indicated that customers appreciated the added convenience and enhanced shopping experience. By investing in a composable commerce solution, Bi-Mart has built a foundation that allows it to scale its commerce strategy as business and customer needs evolve.



200%
Increase in Conversion
Rate in a Single Year



162%
Increase in
Number of Orders



203%
Increase in
Revenue

