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## **Doddle, the Leading Click-&-Collect Technology Provider, Launches in the US**

*Doddle enables retailers to deliver in-store click-and-collect to customers, increasing revenue and reducing operational costs*

**NEW YORK, NY (January 7, 2019)** -- Doddle ([www.solutions.doddle.com](http://www.solutions.doddle.com)), the leading provider of click & collect services and technology, today announced its launch in the United States. Doddle's click & collect platform bridges the gap between brick-and-mortar stores and online, helping retailers increase foot traffic, delight customers and improve delivery and returns and profitability. The company's solutions are already being deployed by some of today's top retailers including Amazon, Asos and many more.

"The way we shop has changed dramatically -- and continues to change," said Tim Robison, Chief Executive at Doddle. "Consumers move fluidly between online and offline shopping, driven by a need for speed, convenience and value. But we've seen that much of the retail industry is still thinking and behaving in silos. We want to help retailers bridge that gap between their online and offline worlds."

Doddle's technology enables any large-scale retailer to launch an in-store click-and-collect point. Nearly 70% of US shoppers have used click & collect in the last six months. Click & collect meets the needs of omnichannel shoppers who want added flexibility without having to pay for shipping. It also unlocks massive cost-cutting opportunities for retailers. Today, delivery issues like failed attempts and delays cost retailers more than \$1.5 billion in lost revenue. Click & collect optimizes the "final mile," consolidating deliveries with designated pick-up points. This ensures convenience, certainty and savings to customers and retailers alike.

Doddle's click & collect solutions are designed to benefit both traditional retailers and pure-play ecommerce. In addition to helping brick-and-mortar scale a better click & collect experience and drive down delivery costs, Doddle technology also makes it possible for them to provide pick-up points for online ecommerce brands, giving them the ability to pull digital traffic into stores. In the UK, Doddle has already built a retail partner network, featuring retailers like Debenhams and Morrisons. Each store allows shoppers to pick-up purchases from other Doddle retail partners like Amazon. Retailers have seen huge success in launching the technology. For example, 40% of customers picking up their online shopping in Debenhams were new to buying with the brand.

For online retailers without brick-and-mortar locations, Doddle gives them the opportunity to have their own in-store pick-up point, improving the entire delivery experience for customers.

"Brick-and-mortar retailers have been scratching their heads for years about how to navigate online competition, while online has been doing the same about how to get

into physical retail,” added Robinson. “We’ve created a solution that’s mutually beneficial for everyone, including customers, that solves these challenges. In fact, 58% of customers collecting or returning a package at one of Doddle’s partner locations made an in-store purchase. It’s a no-brainer for the industry.”

In addition to click & collect, Doddle’s network and technology also services in-store returns. Should a shopper wish to return a purchase, they can simply bring it to any participating retailer, drop it off and the partner location will handle the return, hassle-free.

With today’s announcement, Doddle’s click & collect and returns technology, which has facilitated millions of collections and returns to date, will be immediately available to interested US traditional and digital retailers. Doddle’s solutions are fully customizable and easy-to-deploy, enabling retailers and consumers a seamless delivery and returns experience.

“We wanted to create a better retail ecosystem,” said Robinson. “Through our technology and partners, we are able to help each stakeholder in the retail space -- from brands to logistics providers to customers -- get a better experience in an increasingly complex and challenging landscape. Overseas, our existing partners have been thrilled with the results of our services, and we are very excited to help US retailers achieve the same.”

For more information about Doddle’s entire technology suite -- including its proprietary Click & Collect + Returns software, Ship from Store software, and physical in-store pick-up and return infrastructure solutions.

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For further information, images or interviews please contact:

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## **About Doddle**

Doddle believes in the power of lasting impressions and helps carriers and retailers around the world create ecommerce delivery and returns experiences that attract customers, create differentiation and foster loyalty.

Doddle uses its years fulfilment experience - developed in one of the world’s toughest ecommerce markets - to help retailers and carriers devise sector leading fulfilment strategies that enhance customer experience, promote sustainable solutions and drive profitability and efficiency.

Doddle’s white-label technology powers the creation, roll out and management of a full delivery ecosystem enabling processes from click & collect, click & reserve and pick & ship through to automated returns. Each of its solutions is designed to drive loyalty, create cross selling opportunities, promote efficiency and address the need for more sustainable solutions.

Doddle’s expertise and technology is trusted by some of the world’s biggest retail and fulfilment brands from ASOS and Amazon to USPS and Australia Post.

Headquartered in London, Doddle also has regional teams in the US, Australia, Europe and the Middle East.

Find out more at: <https://solutions.doddle.com/>