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Perry and Aktiesport introduce Click & Collect technology 'Powered by Doddle'
New technology provides a seamless, communication-rich customer experience

The Click & Collect technology solution 'Powered by Doddle' from Doddle has been selected by SUR bv (Sports Unlimited Retail bv) for their retail brands Perry and Aktiesport to transition from a paper based click & collect offering to a seamless digital solution.

The Powered by Doddle app is used in 26 of the 98 stores to create a simple online to offline shopping experience for customers of the popular websites www.perrysport.nl and www.aktiesport.nl, who together have more than 15 million visits per year.

The partnership will enable SUR to significantly improve the customer experience. Previously Perry and Aktiesport depended on largely paper-based, independent communication from third parties in the process.

The Powered by Doddle technology will create a simple, fast and more personal total experience by:

- Fully automated, personalized order confirmations, collection and reminder emails to customers.
- Employees who can find a customer's package faster using their QR code or unique collective code.

For SUR, the solution offers a number of important business benefits:

- Better shopping experience for her customers
- More control over the customer experience after online transactions.
- Easy implementation. The cloud-based app does not require complex in-store systems. Instead it will be deployed on Zebra TC51 hand terminals.
- More real-time information about stock availability and the ability to return non-retrieved items to the shop floor in a shorter time.

In the longer term, the technology can easily be rolled out to all 98 Perry and Aktiesport stores and used to enhance the shopping experience of the brands. In addition, the tool can be used to stimulate extra sales in the store, by offering customers personalized promotions in their collect-mails that are valid on the day the package is picked up in the store.

Gerco Vonk, IT director for SUR, commented: *“Working with Doddle was a logical step for us. Their technology allows us to gain much more control over the after sales journey. We can now quickly and easily roll out a leading Click & Collect experience from which we are sure it will improve service levels and boost sales.”*

"A huge attraction for us was the confidence that leading UK retailers already have in the Powered by Doddle technology and how easily the cloud-based system is to implement. Hopefully it brings significant benefits with minimal effort."

Ben Rodway, Head of Tech for Powered by Doddle said: *"Our technology is designed to blur the boundaries between online and offline. Creating a seamless, friction-free journey that makes customers happy and keeps coming back time and time again. The collaboration with SUR shows that the demand for simple, communication-rich customer journeys, which give brands more control and give customers more pleasure, is an international demand."*

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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/>

ABOUT SPORTS UNLIMITED RETAIL (SUR)

Perry & Aktiesport are part of Sports Unlimited Retail bv (SUR), a subsidiary of JD Sports Fashion Plc. Two strong retail formulas that go further, where other sports retailers stand still.

ABOUT PERRY

With over 150 years of sports heritage, the Perry formula is indispensable on the high street and online. Perry has a very complete range of fashionable sports & adventure products with innovative elements. In addition, Perry is unique in its range of sports & adventure within a multi-brand concept. You can find Perry online at www.perrysport.nl, Instagram, Facebook, the Perry Blog and via the own shop app. Perry currently has 40 stores throughout the Netherlands.

ABOUT AKTIESPORT

Aktiesport offers the right mix of complete football gear, the latest styles in street wear and trends in sneakers with always a good deal. The latest collections of leading (sports) brands, including Nike, adidas, PUMA, Under Armour, FILA and Starter can be found at Aktiesport. You can find Aktiesport online at www.aktiesport.nl, Instagram, Facebook, the Aktiesport blog and via the shop app. Aktiesport currently has 62 stores.

ABOUT JD SPORTS FASHION Plc

JD Sports Fashion Plc is a leading multichannel retailer in sports fashion and outdoor brands in Europe, America, Asia, and Australia. The group has more than 2,200 stores in a number of retail formats and is proud of the fact that it always offers its customers the latest products from the very best brands.