

Asda reshapes online offer and acquires click-and-collect pods

BY TIFFANY HOLLAND

Asda has overhauled its online business and acquired fully automated click-and-collect pod technology to make it even more convenient for customers to shop.

The grocer has bought the click-and-collect intelligent pod which enables customers' online orders to be delivered to standalone temperature-controlled units for collection when convenient.

The pods, developed in Holland, will be piloted early next year and Asda is searching for appropriate sites in London and the South East.

Asda chief executive Andy Clarke said: "Our grocery home shopping offer is already growing at more than 20% year on year and this new click-and-collect technology will allow us to bring Asda value to even more customers."

The pods are expected to process more than 10 times



Station pick-up has been popular

more customer orders than existing click-and-collect sites.

Dutch entrepreneurs Peter Pompen and Henk Niemansverdriet will work closely with the Asda click-and-collect team to deliver the service.

Niemansverdriet said: "It's a unique system that is flexible, sustainable and reliable."

Asda has been a leader in click-and-collect. Last year it became the first retailer to pilot click-and-collect services in six

London Underground stations and it plans to double the number by the end of the month. About 10% of all Asda online orders are now collected in stores and over the next five years the figure is expected to treble.

Asda is also streamlining its online offer to two core sites, Asda.com and George.com.

From February 2015, 80% of Asda Direct ranges will be merged into Asda's Grocery Home Shopping and George.com online stores. Asda believes that will create "an experience for customers that mirrors their weekly shop".

● Online grocer Ocado has launched its first click-and-collect service at The Galleria shopping centre in Hatfield. Until now Ocado had piloted lockers at its head office only.

 For Retail Week
Knowledge Bank's profile
visit retail-week.com/asda