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In-Store Pickup All the Rage

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While I would argue that it might just be the coolest name in Ecommerce, it is also an interesting solution available to ecommerce/brick-and-mortar merchants. [Shopatron](#) announced the launch of Confident Order Exchange (Coex) Freedom, a service which enables manufacturers and retailers to accept orders online and provide standard shipment, express shipment or pickup at a local retailer. Coex Freedom also enables ship-to-store capabilities and local installation services. Retailers participate in Coex Freedom as order fulfillment partners for manufacturers.

“It’s becoming increasingly evident that online shoppers desire the freedom to receive their goods as they see fit,” said Ed Stevens, founder and CEO of Shopatron. “Coex Freedom gives manufacturers and retailers the ability to offer customers choice and convenience. With options including direct shipment to the buyer’s home, shipment to someone else or buying online and returning in-store, consumers can shop in ways that fit their lifestyle.”

A recent Harris Interactive Study found growing interest in using in-store pickup services as the holiday shopping season nears.

- 32 percent of online shoppers have picked up orders in store and of those, almost 70 percent cite no shipping fees as the primary reason for doing so.
- 73 percent of those who have not used in-store pickup expressed interest in participating if given the option. Among all U.S. adults, 48 percent are at least somewhat likely to consider it for holiday purchases.
- Of the shoppers who have already picked up online orders, 80 percent are considering doing it again during the 2008 holidays.

<http://www.mt-soft.com.ar/2008/09/16/in-store-pickup-all-the-rage/>