



A CASE STUDY IN INGENUITY

AMERICAN INGENUITY IS HELPING RETAIL TO EVOLVE

Retail Solutions Begin with
American Ingenuity.

Today, customers are moving seamlessly between online and offline experiences, and are looking to retailers who will facilitate these transitions. To help retailers to better meet customer demand, American Locker offers a variety of Advanced Locker Solutions that will:

- ▶ Offer new, revenue-generating services
- ▶ Sync the shopping experience between online and offline shopping
- ▶ Improve the shopping and brand experience for customers
- ▶ Control the last mile of delivery between the retailer and their customer

Implementing an Advanced Locker Solution in a retail environment delivers a range of valuable benefits:

Increase foot traffic:

Amazon Hub, the e-commerce giant's line of smart lockers installed in Whole Foods locations, produced an increase in micro-visits—visits lasting between three and five minutes—by 11%.

Reinforce your branding:

Thanks to the brilliance of Locker Wraps, it's easy for retailers to ensure a positive brand experience for every customer that does business with them through their lockers.



Reduce shipping costs:

Our Advanced Locker Solutions offer an alternative last-mile delivery option that can help offset shipping costs. Plus, when people use click and collect, you get another chance to cross-sell when they enter the store.

Speed up the pick-up process:

A Bell and Howell survey shows that a quick in and out experience is, by a landslide, the most important click and collect attribute. Not to mention, 37% of people use BOPUS because they needed an item the same day.

Make for smoother returns:

With our Advanced Locker Solutions, customers have a convenient alternative to the cumbersome process of returning items through the mail or in-store. They also receive refunds quicker than they would by sending items in the mail.

Increase cost efficiencies:

For retailers, using our Advanced Locker Solutions for returns cuts down on return shipping costs, frees up time for customer service associates, and increases foot traffic to the store.



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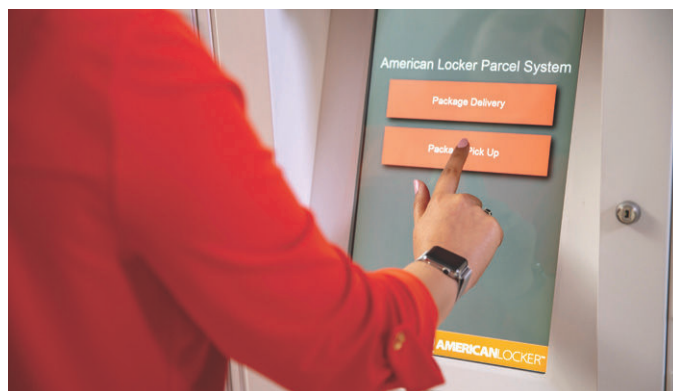
RETAIL SOLUTIONS FROM AMERICAN LOCKER™

Our Advanced Line of lockers come with features that are designed to help you better capitalize on your relationship with your retail customers.

Lockers aren't just for security anymore. State-of-the-art technology makes these products revenue generators for your business. To stay competitive and up to date with customer demand, retailers are turning to American Locker.

Our laptop and mobile phone charging stations are giving retailers an ideal way to monetize their customers' visits by helping those customers keep their phones and mobile devices charged during the course of their shopping visit.

Our touchscreen and keyless locker solutions provide retailers with the perfect solution for their customers that choose to Buy Online and Pick Up in Store (BOPUS).



Laptop and mobile phone charging stations.

Protect your customers as they power up. Our 6-door charging locker keeps mobile devices secure and offers dedicated charging cords for all Android and IOS applications. These lockers feature individually locked and roomy compartments that protect a wide range of assets, an embedded kiosk, and built-in charging cables that support micro-USB, USB type C, and Apple Lightning Bolt.

Touchscreen and keyless BOPUS locker solutions.

Keeping the customer and making the sale in today's challenging retail environment has led retailers to offer their customers a BOPUS solution. Buy Online and Pick Up in Store (BOPUS) solutions have made it possible for customers to shop, either online or at the retailer's brick and mortar store; find the product that suits their needs; buy the product where they find it; and then accept delivery right there at the retailer's location.





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The Evolution of Differentiated Self-service – A Case Study

Thanks to technology and e-commerce, today's consumer has more control over their shopping experience than ever before. In today's retail environment, self-service is the name of the game. For retailers who plan to win that game, differentiating their offering of self-service is the key to beating their competition and meeting customer demand. In this way, self-service must be an experience that goes beyond in-store or online shopping. Superior self-service solutions include interactions with large screens, kiosks, and physical products in digital spaces, where consumers can use their mobile phone to give them control over their personalized retail services.

For example, e-retailers like Amazon have been doing cross-channel selling from books to barbecue grills. Besides their huge inventory of products, Amazon and other e-commerce players have gained an edge by offering the convenience of home delivery. Even though brick-and-mortar retailing is still alive and kicking, e-commerce has differentiated itself for easy shopping, comfort, and low price. Now, by incorporating omnichannel retailing, both types of retail businesses are opting for cross-channel retailing.

As online and in-store retailing become more in sync, they provide a similar experience to the customer, so consumers perceive them equally rather than as some sort of compromise, one over the other. Differentiated self-service can help retailers sync up their online and offline service offerings. In doing so, they will provide a proper blend of virtual and physical shopping environments through advanced tools and information delivery to consumers.

Differentiated Self-service Retailing is More than Just Finding Products

In retail, there are a variety of differentiators that create the complete customer experience: pricing, assortment, convenience, and delivery. Retail giants Walmart and Amazon realized it long ago and focused on each factor to attract and retain customers. And companies like Apple are redefining retailing by strategically focusing on the key differentiators to create value when it comes to consumer experience. For Apple, differentiated self-service means building open-space stores where consumers can check out products in a

relaxed way. They have engineered a clean and innovative merchandising design that's consistent with the brand experience they have cultivated. They have hired staff members with a distinct profile and trained them on how to interact with and engage their customers. And they have synced up their online and offline offerings by updating the products in store with various unique contents and making them available on the virtual platform so that consumers can easily access them.



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Integrating Self-service Delivery for Differentiated Last Mile Experience

An increasing number of omnichannel and e-commerce companies are differentiating by integrating innovative technologies, adding services, and creating more opportunities for consumers to explore. Some of the ways that retailers accomplish this include:

Offering customers convenient in-store services (such as charging stations for their mobile devices)

Providing customers with a place for 24/7 pickup of online and call-in orders

Engaging consumers with new levels of personalization by offering the customer service options that suit their unique needs

Integrating CRMs at stores in every available screen to follow up, personalize, and create opportunities for repeat purchase

And giving consumers more control over the last mile delivery through BOPUS locker solutions.

Even though consumers can use self-service through their mobile devices for browsing a retailer's online store, choosing a product, and checking out, they don't often have control over the last mile delivery. Customers have to wait for home delivery and even have to coordinate with the courier personnel.

By installing technologies like American Locker's BOPUS (Buy Online and Pick Up in Store) lockers, retailers and logistics companies can make customers' lives easier. Once customers choose a BOPUS locker terminal while checking out, and the item gets delivered there, they can pick it up anytime using a secure passcode. This self-service streamlines the last mile delivery, saves substantial logistics costs for retailers, and ensures maximum customer convenience.

Discovering innovations ways like Charging Lockers and BOPUS lockers will give retailers better control and attract more customers. And in today's competitive retail space, finding more customers and serving them cost-effectively is the key to success. That's American Ingenuity. That's American Locker.

American Locker. **That's Over 100 Years of American Ingenuity**



American Ingenuity. It's a certain kind of innovation that we, as Americans, are known for. The kind of innovation that comes from boldly attempting what no one has ever done before. Which basically describes our entire company history. When we started our business, we accomplished things that no one else had ever even attempted — like inventing the first coin-operated locker. Right from the start, American Locker has continually led this industry we invented with an unstoppable series of innovative solutions. Our years of innovative American manufacturing have led us to create the widest range of customized solutions in the industry. Invented here. Made here. That's American Ingenuity.