

Coles Supermarkets Streamlines Click & Collect with Rezolve Ai, Boosting Customer Satisfaction and Efficiency



coles

REZOLVE AI PRODUCT:

Brain Checkout

INDUSTRY:

B2C Retail: Food And Grocery

VERTICAL:

Grocery, Food, Drink, And Consumer Retail

COMPANY OVERVIEW:

Coles Supermarkets, is an Australian supermarket, retail and consumer services chain, headquartered in Melbourne as part of Coles Group.

Founded in 1914 in the suburb of Collingwood by Sir George Coles, the company currently operates 846 supermarkets throughout Australia, with over 120,000 employees and accounts for around 27 per cent of the Australian market.

~70%

Reduction in collection wait times

+30%

Significant NPS Improvement

+22%

Growth in Coles mobile application downloads

+42%

Growth in active Coles monthly users (MAUs)

The Challenge

As digital sales became an increasingly vital component of their business, Coles Supermarkets, a leading B2C retailer in Australia, faced the challenge of optimizing their Click & Collect “Delivery-to-Boot” service. While ecommerce sales contributed a significant 11.3% penetration in Q3, ensuring a seamless and efficient customer experience for these digital orders was crucial. Coles aimed to reduce customer wait times, improve the overall satisfaction of their online shoppers, and gain better insights into their team member’s operational efficiency to identify and resolve points of friction in the fulfillment process.

The Solution

To address these challenges and enhance their Click & Collect operations, Coles partnered with Rezolve Ai, implementing their Brain Checkout solution to provide real-time location awareness and operational intelligence. Rezolve Ai’s technology provided Coles with key capabilities, such as:

- **Visual Order Management and Prioritization:** Rezolve Ai offered a visual tool that empowered Coles’ team members to better manage and prioritize orders based on customer arrival, streamlining the “Delivery-to-Boot” process.
- **Real-time Customer Wait Time Tracking:** The solution enabled Coles to accurately track and measure customer wait times, providing crucial data for performance analysis and improvement.

- **Insights into Team Member Behavior:** Rezolve Ai provided valuable data on team member behavior, allowing Coles to identify bottlenecks and areas of friction that could be resolved to further reduce wait times and improve efficiency.
- **Geofencing Capability and Real-time Updates:** Rezolve Ai's geofencing technology and real-time updates were instrumental in providing accurate arrival predictions and enabling proactive preparation for customer collections.
- **Streamlined Team Member Experience:** The overall integration of Rezolve Ai into their tech stack aimed to simplify and enhance the workflow for Coles' team members, contributing to more efficient service delivery.

The Results

The implementation of Rezolve Ai as part of Coles' Click & Collect solution yielded significant quantifiable improvements in both operational efficiency and customer satisfaction, directly impacting their growing digital customer base:

- **Faster Collection Times:** Coles has seen a reduction in collection wait times of approximately 70% (and are now achieving their goal of less than five minute wait times) demonstrating a tangible increase in operational speed.
- **Significant NPS Improvement:** The Net Promoter Score (NPS) saw a remarkable +29.6% improvement in FY24 vs FY23. This substantial increase indicates a strong positive shift in customer perception and loyalty, which leads to a stronger customer base and positive word-of-mouth for Coles.
- **Enhanced Digital Engagement:** The improvements in the Click & Collect experience directly contributed to an impressive 22.1% growth in Coles mobile application downloads and a substantial 42.3% growth in active Coles monthly users (MAUs), indicating that a more seamless in-app experience translates into increased adoption and engagement.

Thanks to the work Rezolve Ai has done, we have simplified and streamlined our approach to Delivery-to- Boot. Our customers and partner drivers love the fast and convenient experience they have when using Click & Collect, and we continue to see this through our customer satisfaction and continued growth.



James Geddes
GM Online Network Growth

A Winning Partnership

The partnership between Coles and Rezolve Ai has successfully transformed the Click & Collect experience, leading to tangible improvements in operational efficiency and a significant boost in customer satisfaction. By leveraging Rezolve Ai's innovative Brain Checkout technology, Coles has not only reduced wait times and streamlined the delivery process but has also cultivated a more loyal and delighted customer base, as evidenced by the significant increase in NPS and the impressive growth in their mobile application downloads and active monthly users, further solidifying their position in the competitive retail landscape.