



CLICK & COLLECT BEST PRACTICES

OVERVIEW

As of November 2015, customers have been able to order bikes and aftermarket products online from trekbikes.com and have their purchased items sent to the Trek retailer of their choosing where they will then pick the items up. This process is called "Click-and-Collect".

Payment for all Click & Collect items will take place on trekbikes.com. The retail store where an order is being sent will receive a copy of the consumer order confirmation email, which contains both the customer and order information.

Below are best practices for a Trek Retailer when a Click & Collect order is sent to their store for pick-up.

PREPARING YOUR STORE FOR CLICK & COLLECT ORDERS

- Designate a spot in your store to place Click & Collect orders from trekbikes.com. Include a spot to place the order confirmation emails you receive.
- Create a folder on your computer desktop to put all Click & Collect order confirmation emails. Within this folder, create two subfolders: (1) Not complete and (2) Complete. Save these folders.
- When you receive an order confirmation email letting you know that a customer will be picking up an order at your store, we recommend that you:
 - Print the email and place it in the spot you designate for Click and Collect orders.
 - File the email in the Click & Collect "Not Complete" folder on your computer.
 - Or, for a paperless option, create a rule in your email account to forward the email to designated employees who will be responsible for Click and Collect customer service.

WHEN A CLICK & COLLECT AFTERMARKET ORDER IS RECEIVED AT YOUR STORE

- Look at the customer's name on the outside of the box and find the order confirmation email for this order. Do NOT open the box.
 - If you cannot find the order confirmation email, contact the trekbikes.com customer service team at 1-800-585-8735. Orders can be viewed in Dexter in Orders > Trebikes.com > Consumer Orders.
- Contact the customer via email or phone immediately (within 24 hours) to let them know that their Click & Collect order has arrived and is ready for pick-up.

CLICK & COLLECT BEST PRACTICES

WHEN A CLICK & COLLECT BIKE ORDER IS RECEIVED AT YOUR STORE

- Look at the consumer name on the box and find the order confirmation email for this order.
 - If you cannot find the order confirmation email, contact the trekbikes.com customer service team at 1-800-585-8735. Orders can be viewed in Dexter in Orders > Trekbikes.com > Consumer Orders.
- Build the bike within 24 hours of receiving the bike at your store.
- Once the bike is built, contact the customer to let them know the bike(s) they ordered from trekbikes.com is ready for delivery.
- Give the customer dates and times (in 2-hour windows) you are available to assist them with pick-up and ensure the bike is the proper size.
 - Note: Make sure to put all store pick-ups on your store calendar. If you do not have a store calendar, now would be a good time to implement one at your store.

WHEN THE CUSTOMER COMES TO YOUR STORE TO PICK UP A CLICK & COLLECT ORDER

- Ask for the customer's name and verify their identity by asking to see a photo ID, as well as a copy of the order and/or the credit card that was used in the transaction.

If aftermarket:

- Find the box with that name on the outside. Hand the box to the customer.
- Ask consumer if they have any additional questions for you or if they need any additional products. This is your chance to upsell while the customer is there.
- Thank the customer for their business and invite them back into your store.

If bike:

- Ensure the bike is the right size for the customer.
 - Have the customer test ride the bike if possible.
 - If the customer is new to riding – review high-level instructions with the customer (e.g., how to shift gears, use breaks, pump tires, etc.)
 - Ask the customer if they have any additional questions for you or if they need any additional products. This is your chance to upsell while the consumer is there.
 - Thank the customer for their business and invite them back into your store.
-
- Find the printed email and create a process at your store so that your team is aware that the customer has picked up this order. Trek recommends someone at the shop write the date and time the order was picked up on the printed email confirmation, as well as what sales member did the exchange.
 - Drag the email from the “Not Complete” subfolder to the “Complete” subfolder in the Click and Collect folder on your desktop and ask the customer if they have any questions about their order.