

Choice Doorstep[™] Q&A



1. What is Choice Doorstep[™]?

Choice Doorstep is a new service from ShopHero that allows independent grocery retailers to instantly make available a large assortment of ship-to-home grocery products to their online shoppers through their existing retailer-branded ShopHero website and mobile app. This new endless aisle offering is designed to help independent grocers better cater to their shoppers' needs and expectations, increase their revenues, and keep online shopping local.

When Choice Doorstep is enabled on your ShopHero eCommerce site, in addition to the items which are currently available in-store, your online shoppers will be able to browse and search through thousands of hard-to-find products, including ambient, refrigerated and frozen products, made available from ShopHero's growing network of manufacturers and suppliers.

Choice Doorstep ship-to-home items may be purchased alongside your shopper's regular online grocery order and are checked out in the same transaction. However, rather than picking the items in your store as you do for a regular online order, Choice Doorstep items will be automatically shipped right to your shopper's doorstep without any action on your part.

2. How will my store and customers benefit from Choice Doorstep[™]?

Today's grocery shoppers have ever increasing expectations of convenience and selection. Choice Doorstep is a unique and valuable tool to add to your arsenal that will assist you in strengthening your relationship with your shoppers. The Choice Doorstep offering allows you to retail a much larger inventory than is able to be stocked on your shelves. In addition, you will retain margin on each endless aisle sale without risking valuable square footage nor the hassles of stocking or picking your new Choice Doorstep inventory.

3. Is there any additional cost?

Choice Doorstep is included in ShopHero's eCommerce platform at no additional cost.

4. Is there additional cost to my shoppers?

The price displayed online for each Choice Doorstep product includes the full cost to process, pick, pack and deliver that specific item to your shopper's doorstep. The price also includes a margin for you, the retailer. No additional fees or "shipping and handling" costs are added to the shopper's transaction.

5. What percentage of the sale does my store make from Choice Doorstep™?

The price displayed to your shoppers for each item is 4% higher than the amount that will be invoiced to you by ShopHero for selling the item. This becomes, in effect, a 4% gross margin on every Choice Doorstep sale through your ShopHero website. Please note that you will be responsible for any credit card processing fees collected by your merchant account vendor on the sale transaction- as is the case for your regular online sales.

6. What do I need to do to prepare for Choice Doorstep™?

No action on the retailer's part is necessary to sign up or participate in the Choice Doorstep program.

7. When will Choice Doorstep™ be available?

Choice Doorstep is available now, by request, to be turned on to any retailer's branded ShopHero website. ShopHero expects the Choice Doorstep offering to be available in retailer-branded mobile apps at the beginning of April.

8. How do I promote Choice Doorstep™?

ShopHero will be providing an online and in-store marketing package to help retailers promote Choice Doorstep. More information on the contents of the promotional package is forthcoming.

9. Who delivers Choice Doorstep™ orders?

FedEx Ground is the primary delivery option. FedEx Air may be used to fulfill refrigerated and frozen orders depending on the distance between the fulfillment center and the customer's doorstep. Additional providers and service methods may be used in the future.

**10. How long does it take for orders to arrive to the shopper once placed?**

Fulfillment and delivery time may vary depending on the fulfillment practices of the supplier for the specific item and the location of the customer. Orders will generally take three to seven days from the time the order is placed to be delivered. We are working with our fulfillment partners to accelerate the fulfillment process in the future.

11. What happens if a shopper has trouble with a Choice Doorstep™ product or delivery?

ShopHero's US-based shopper support team is available to help your customers directly via phone, email and chat. The support staff are trained to address any questions, concerns or issues that your customers may have regarding online shopping- including Choice Doorstep.