

BevMo! Partners with PredictSpring to Launch BOPIS Enabled Store Associate & Mobile Shopping Apps

Leading Specialty Wine Retailer Unveils New BOPIS Solution

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SAN FRANCISCO--([BUSINESS WIRE](#))--BevMo!, a specialty beverage retailer which operates nearly 170 stores in the western United States, announced today that it has partnered with PredictSpring, a leading mobile commerce platform, to develop and launch a unified solution for consumers and associates including its new mobile shopping app and store associate app, complete with Buy Online, Pickup In-Store (BOPIS) functionality.

PredictSpring delivered two market-ready apps for consumers and store associates in six weeks. For consumers, the next generation app offers BevMo! mobile customers an elevated mobile shopping experience, including rapid order fulfillment irrespective of where, when and how consumers shop. The new app also incorporates omni-channel loyalty for its existing loyalty program, *ClubBev*, so customers can take advantage of personalized offers and coupons directly from their phone. A seasonal gift guide also provides helpful suggestions for customers looking to take the guesswork out of holiday gifting.

“We are seeing great engagement with the mobile shopping app with the trip mission being very different than our desktop shoppers,” said Tamara Pattison, Chief Marketing Officer of BevMo!. “Shoppers that are using the BevMo! app are searching for a very specific product and want to know it’s available at their preferred store before they make a purchase. This has resulted in a much higher average order value across the board. By partnering with PredictSpring, we were able to create a fast and convenient mobile customer experience in a matter of weeks and the feedback from our customers and store associates has been overwhelmingly positive.”

“Brands and retailers that will stand out in 2019 are the ones that build flagship mobile experiences in-store and online,” said Nitin Mangtani, Founder and CEO of PredictSpring. “BevMo! is doing just that and providing an elevated mobile experience for their loyal customers through a fast mobile app and also enabling store associate productivity with a modern BOPIS store solution. We are thrilled to be working with such an innovative partner.”

Notable features of the BevMo! consumer and store associate apps, powered by PredictSpring, include:

For Consumers:

Buy Online, Pickup In-Store - this “click and collect” method of order fulfillment affords mobile app shoppers added convenience as they can purchase products from anywhere at any time and can pick the order up at their local BevMo! store at their convenience. BevMo! customers are also using this method as a search feature to locate and reserve higher-priced items, thus eliminating the need to travel to multiple locations to find these special products.

Omni-Channel Loyalty - *ClubBev!* members can access loyalty rewards and coupons seamlessly from within the new app.

Real-Time Store Inventory - the app connects to BevMo!’s network of nearly 170 stores and accesses real-time store inventory, ensuring that accurate item availability is served to the customer when they are browsing the app.

Seasonal Gift Guide - customers can browse the seasonal gift guide, discover new products, and make purchases for in-store pickup.

For Store Associates:

Seamlessly Pick & Pack Orders - customer orders placed via the mobile shopping app are seamlessly sent to the store associate app, associates can then pick and pack orders to prepare them for in-store pickup. By encouraging free in-store pickup, customers are driven in-store providing additional sales opportunities for associates.

Digital Record - the app provides a modern solution to order management, digitally capturing the receipt, customer order, and signature within the store associate app.

Order Notifications - once the order is picked and packed, the store associate can effortlessly tap a button to complete the task, which triggers an email notification to customers that their order is ready for collection.

Seamlessly Manage Orders - store associates can easily refund orders placed via the mobile shopping app with a few simple steps.

About BevMo!

BevMo! is the leading alcoholic beverage specialty retailer in the western United States, with nearly 170 stores located throughout California, Arizona and Washington. BevMo! provides a uniquely friendly and welcoming environment for competitively priced alcoholic and non-alcoholic beverages. The retailer also has a wide assortment of complementary products such as specialty foods and snacks, cigars, glassware and related bar and wine accessories. Its friendly and product-knowledgeable team members assist both enthusiasts and first-time buyers of wine, spirits and beer. BevMo!'s philosophy is simple: we help find the "perfect drink for every glass." For more information, visit <http://www.bevmo.com>

About PredictSpring

PredictSpring is the mobile commerce platform to connect consumer and store associate app experiences. Designed exclusively for brands and retailers, its innovative technology powers native consumer mobile apps, and store associate apps including Clienteling, Endless Aisle, and mPOS.

PredictSpring Content Management System (CMS), the first no-coding digital platform enables merchandisers and digital marketers to make on-the-fly changes. Founded by the visionary behind Google Shopping, PredictSpring powers mobile commerce for the world's leading brands and retailers, including Cole Haan, SMCP, Vineyard Vines, Skechers, Charlotte Russe, and M.Gemi. To learn more, visit predictspring.com.

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