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Click and collect booms on back of 'convenience and confidence'

14 Jan 2012 | By [James Halliwell](http://www.thegrocer.co.uk/authors/james-halliwell/289.bio) (URL=[james-halliwell/289.bio](http://www.thegrocer.co.uk/authors/james-halliwell/289.bio))

Click and collect is booming, according to e-fulfilment company iForce.

Statistics for 2011 show that of the 6.2 million orders iForce despatched through the year, a third were delivered to stores for customers to collect - up 38% on last year.

Click and collect has now been implemented by all the UK's major supermarkets except Morrisons. It is also used by M&S.

John Ibbotson, MD of retail consultants Retail Vision, said: "A growing number of customers are embracing click and collect because it holds two trump cards - convenience and confidence.

"It has extended the internet shopping market to people who like the convenience of shopping online but prefer to pay in person. It offers the reassurance that the item shoppers want will be in stock.

"It also has a powerful advantage over home delivery. Sometimes customers are forced to wait at home for hours until their goods show up. Click and collect allows online shoppers to take more control.

"And from the retailer's perspective, it has an obvious appeal as footfall gets an instant boost when customers come in to the store to pick up their online purchases."

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