

# Asda's ToYou service is a 'game changer'

## Andrew Don

Three weeks after scrapping its unmanned click & collect sites in business parks, tube stations and forecourts, Asda has unveiled plans for a "game-changing" parcel collection and return delivery service.

Asda will allow customers to collect – and return – orders placed with other companies at any one of its 614 outlets.

Asda has branded the new "parcel innovation" service ToYou. It hopes to tap into the 1.5 billion parcels delivered across the UK each year and an appetite among major online retailers for a UK physical footprint, to help increase footfall by 40 million customers per annum by 2019.



ToYou will allow collection of orders from other retailers

The first retailer to sign up to ToYou is ladies fashion site Misguided but Asda said it expected many more retailers to follow suit in the next few weeks, and the service would be opened up to all retailers, it promised.

Asda said parcel collection now accounted for more than 10% of

its online orders. ToYou would meet demand for more flexibility when shopping online.

Asda described the service as the UK's "first true end-to-end parcel solution owned by one company". This guaranteed better accuracy when delivering and returning parcels, as well as

minute-by-minute parcel tracking, it added.

A team of dedicated staff based at Asda's parcel tracking control hub in Rochdale will support ToYou.

"Demand for online shopping is ever increasing. With it grows the appetite from online retailers to have physical footprints their customers can access," said Asda VP logistics services and supply chain Ian Stansfield. "Not only are we providing online retailers with a presence on the high street, we're also bridging a gap for customers who want to collect or return online orders while carrying out their weekly shop.

"This truly is game-changing." +