

Grocery | New Zealand | Lockers That Last

How Woolworths extended grocery pickup with outdoor smart lockers

Refrigerated and frozen lockers built for New Zealand weather, with design touches that make pickup forgiving for customers.

CLIENT	LOCATION	SECTOR	LOCKERS	RESULT
Woolworths New Zealand	**New Zealand, nationwide**	**Grocery**	**Refrigerated and frozen, indoor and outdoor**	**Invercargill to Kerikeri**

The challenge

Woolworths is New Zealand's leading supermarket brand. It began exploring smart lockers in 2019, and the COVID-19 pandemic showed how much shoppers wanted contactless pickup.

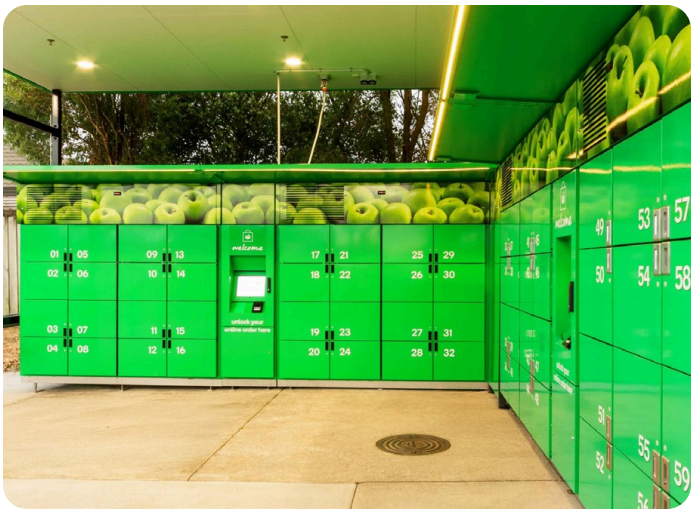
It wanted a locker service that would hold up for the long term, with pickup customers find easy every time, inside the store or out in the parking lot.

What we built

A three-store trial used 64-compartment banks. We then designed a combination unit with eight frozen and eight chilled compartments, the building block for 32-compartment banks at smaller stores.

The system places each order in compartments close together, LED lights guide the way, and a grace period covers anything left behind. Every bank is built for New Zealand's varied weather.

Delivered in New Zealand under the eLocker name.



The results

A first for New Zealand, rated 9 out of 10 by customers

9/10
Overall score in an early customer survey

1st
Refrigerated and frozen pickup lockers in New Zealand

32
Compartments per bank at smaller stores

> I so wish these were here when my kids were smaller. These lockers are an absolute blessing.

Woolworths customer, New Zealand

Adding outdoor pickup to your stores?

We can show you how the Woolworths lockers were built for it.

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