

DealsDirect launches online retailer first with new “Click 2 Collect”

Australia’s original and most successful discount online department store DealsDirect has become the first online-only retailer to launch a direct warehouse collection option for its online customers.

DealsDirect’s new Click 2 Collect service means customers can simply click on a great deal online, then opt to collect their purchase next day at the DealsDirect warehouse.

The customer service innovation is targeted at customers based in Sydney, particularly those in and around the western suburbs.

“Customer service has always been a priority for us and our warehouse is only around a 25-30 minute drive for the majority of our Sydney customers. We are so excited to now be able to meet face to face with them to help make their shopping experience even better,” said DealsDirect managing director Michael Rosenbaum.

The launch will see DealsDirect welcome customers to its massive warehouse (around 20,000 square metres!) in Ingleburn where they can collect their purchases from Monday to Friday, 8am to 3pm, and Saturday* mornings.

“Delivery, of course, is available across the entire 10,000-plus range as usual, we just wanted to give our customers more choice,” said Rosenbaum.

“Collection points for online-only retailers is a mega trend globally, particularly in the USA and UK. We’re thrilled to be the first online-only retailer in Australia to adopt this model and offer greater service than our competitors,” said Rosenbaum.

The launch follows closely on the heels of the company’s acquisition of TopBuy.com.au, which creates even more opportunities for consumers to save money, thanks to greater efficiencies and scale that will deliver even better value, as well as an even bigger product range.

-ends-

*The DealsDirect warehouse will be open Saturdays, commencing May 17.

For further information: Rachael Hoy, Access PR, Tel: 02 9292 7008/ 0416 400 737, E: rachael@accesspr.com.au

Samantha Boyd, Access PR, Tel: 02 9292 7013/ 0414 408 198, E: samb@accesspr.com.au

About DealsDirect

Based in Sydney, DealsDirect is Australia’s original and most successful discount online department store, delivering more than four million items across the country since launching in 2004. A focus on customer service and everyday value across the entire range in 20 categories has seen the online store grow to offer 10,000 products from electronics and appliances, to furniture, homewares, rugs, pet accessories, garden supplies and more. www.dealsdirect.com.au

Contacts

Samantha Boyd

02 9292 7013

mailto: samb@accesspr.com.au