

RETAIL

## Nordstrom to offer 24/7 curbside pickup for click-and-collect purchases

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*Nordstrom offers a host of services to ease holiday shopping. Image credit: Nordstrom*

By STAFF REPORTS

Department store chain Nordstrom is easing the stress of the holidays by offering 24-hour curbside pickup for the week leading up to Christmas Eve.

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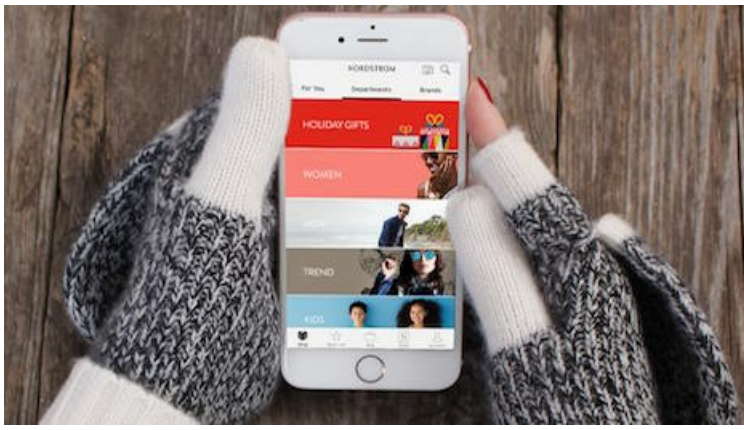
Between Dec. 16-24, select Nordstrom locations will offer 24/7 curbside pickup to help consumers through the often hectic gifting buying season. Nordstrom's introduction of 24/7 curbside pickup is part of the retailer's greater effort to improve its shopping experience during a time when consumers ought to be with friends and family, not stressed, rushing store to store.

### Gifts to go

Nordstrom's curbside pickup will make holiday shopping more convenient for the retailer's customers, and may attract new shoppers with the appealing offering.

Curbside pickup is available for orders placed via Nordstrom's Buy Online & Pickup In-store service. To ask for curbside pickup, consumers must call or text Nordstrom's Curbside Pickup hotline, a phone number found within order confirmation emails.

The Curbside Pickup request needs to be placed only 10 minutes before the consumer's arrival, a benefit to holiday shoppers' busy schedules.



*Nordstrom's Curbside Pickup can be requested via call or text. Image credit: Nordstrom*

When the consumer arrives, a Nordstrom employee will meet their vehicle at a designated Curbside Pickup location. The Nordstrom employee will already have the purchase packaged and ready to go for a seamless interaction.

If wrapping paper is forgotten along the way, consumers can also text "wrap" to Nordstrom's Curbside Pickup phone number to receive a complimentary gift wrap kit along with their purchase.

"We're excited to offer a variety of services, including 24/7 Curbside Pickup, to best serve our customer during the busy holiday season," said Shea Jensen, senior vice president of customer experience at Nordstrom, in a statement.

"Customers increasingly want to shop where, how and when they choose and 24/7 Curbside Pickup is one service we're offering to support their experience," she said.



*Portraits from "Love, Nordstrom" holiday 2017 campaign. Image courtesy of Nordstrom*

The 24/7 Curbside Pickup service will be available at 10 select Nordstrom locations. This includes its Downtown Seattle flagship and locations in Bellevue, WA; Chicago; Oak Brook, IL; Dallas; Mclean, VA; White Plains, NY; Costa Mesa, CA; San Diego and San Jose, CA.

Nordstrom stores will also operate under extended hours for the holiday season.

In an attempt to make gifting easier, Nordstrom is also pushing services such as personal shopping, click-and-collect and e-gifting, in which a giftee is sent a digital present that they can alter before it ships ([see story](#)).

Nordstrom has also added a digital tool for its personal shoppers, allowing them to make shoppable Style Boards of recommendations tailored for a specific customer.