

# Cash Crusaders launches click and collect service

Cash Crusaders has introduced an online click and collect service, marking the first step in the roll-out of its e-commerce platform in South Africa.



The new online shopping portal caters for both private label new goods and second-hand goods, and works off a live real-time system. As soon as a second-hand item is sold either in-store or online, that item is no longer available for sale, therefore eliminating disappointment from customers who see an item online and want to purchase.

“Although we’ve been planning the launch of e-commerce for our business for a while, Covid-19 rapidly increased the rate in which we rolled the service out,” says Sean Stegmann, CEO of Cash Crusaders Franchising.

“As discussed in our recent [702 Franchising for Future Success webinar](#), with shopper behaviours changing somewhat, the timing was perfect for us to aggressively embrace our digitisation strategy. We started with our [WhatsApp Video service](#) back in June and have gone live with our Click & Collect service.”



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Stegmann adds that the company has been cognisant of how an online shopping channel could present some complexities considering the nature of the Cash Crusaders business, and have therefore identified online personal shoppers in all its stores to ensure an efficient online shopping experience.

Customers who shop online will be prompted at checkout to select the store from which they'd prefer to collect their goods, and will have immediate access to that store's WhatsApp number to be able to converse with the online personal shopper located in that store. You can also choose to browse items by store, allowing you to view your local store's stock remotely.

"A real highlight of our e-commerce evolution is that customers are also now able to renew their secure loans online too. We have integrated our entire bespoke point of sale system to be able to fulfil our customer's e-commerce requirements at the click of a button," concludes Stegmann.

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