

GeoMe Brings Supermarket-Style Vehicle Collection to Independent Australian and NZ Retailers

Supermarkets have made collection at the car routine. GeoMe says its platform lets cafes, chemists and butchers offer the same, with no minimum spend.

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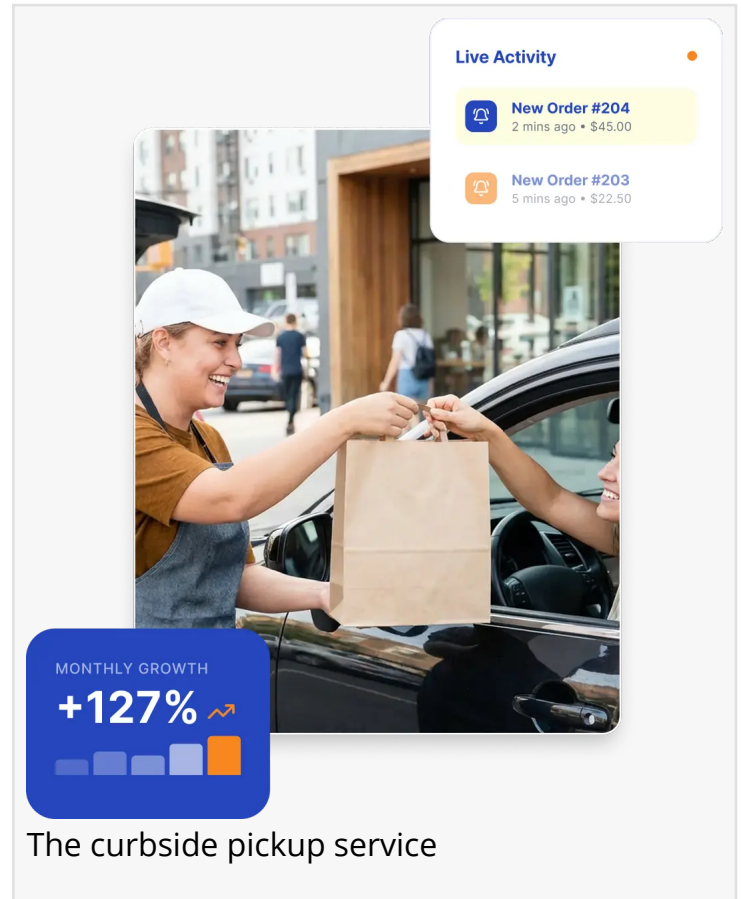
/EINPresswire.com/ -- GeoMe has made its Curbside Pickup platform available to independent businesses across Australia and New Zealand, where ordering ahead and collecting at the vehicle has become an established part of how people shop.

Consumers in both countries already know how the process works. They order in advance, they park, someone brings the order out, and they leave without unclipping a seatbelt. The behaviour is familiar, the expectation is settled, and no explanation is required.

What has limited it is infrastructure. Vehicle collection has generally been treated as a capital project, requiring marked collection bays, dedicated signage, staff rostered specifically to the task and a purpose-built app. That combination puts it beyond the reach of an operator running a single site.

GeoMe's position is that none of it is necessary.

"The habit is already there. People understand this completely and they expect it," said Rami Smair, Founder and CEO of GeoMe. "What they run into is that their local butcher has no way of offering it. That isn't the butcher falling behind. Nobody has ever built a version of this priced for a business with one shop and four staff."



Customers order and pay in advance through an app or any mobile browser. Geofencing detects the vehicle on arrival and notifies staff automatically. A staff member carries the order out. The collection bay is an ordinary parking space, and the software runs on a phone or tablet the business already owns.

Two characteristics of the platform are aimed specifically at smaller operators.



Curbside Pickup

There is no minimum order value. A single flat white, a box of sashimi or a bunch of flowers can be ordered and collected the same way as a full shop, which reflects the order size that actually characterises local trade.

In addition to acquiring new customers, the business keeps its own customers and its own transaction history.

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Parking gives the service additional weight in Australian and New Zealand suburban shopping strips, where metered bays, 15-minute limits and active enforcement turn a quick errand into a calculated risk.

"A customer in a loading zone with the engine running is not browsing," said Smyrna, UX Manager at GeoMe. "They are watching the mirror. Remove that and the whole transaction gets calmer, for them and for whoever is behind the counter."

The platform also supports in-store collection, counter collection and table ordering by QR code, allowing a business to run one ordering system across the whole operation.

Setup takes under an hour on existing devices, with no specialist hardware required. The first 10 orders each month are free with no credit card required, and billing after that is month-to-month with no contract.

More at <https://www.curbsidepickup.io/>

About GeoMe

GeoMe is the company behind Curbside Pickup, an order-ahead and collection technology platform for counter-service businesses. The platform supports collection at the vehicle, in-store collection, table ordering and counter collection, with automated geofence arrival notifications, integrated payments and business reporting. It is used by restaurants, cafes, chemists, grocers, florists, butchers, fishmongers, bottle shops, pet supply and auto parts retailers, mobile food vans and other businesses that hand goods across a counter. Curbside Pickup and Curbside Pickup Business are available on iOS and Android, and customers can also order through any mobile browser.

<https://www.curbsidepickup.io/>

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