Retail Innovation Shout Out: Google Testing Same Day Delivery

by Sonia Parekh

Let’s face it, as consumers today we have less time, and certainly less patience, for shopping than we have ever had before. For many of us, the introduction of Amazon Prime set an expectation for almost immediate gratification for the purchases we made online. Being able to order diapers, paper towels, or even office supplies and have them on my doorstep in less than 48 hours has absolutely cut down on trips to the store. What can be better than that?

In an effort to capitalize on the consumer need for speed, Google recently announced that they are testing same day delivery in the San Francisco market. Imagine, the need to plan ahead is completely gone – with only a few clicks, the products you need are at your doorstep in a matter of hours.

The pilot project, called Google Shopping Express, lets customers order items from participating retailers including Toys “R” Us, Target, American Eagle Outfitters, and others, and have them delivered to their home the same day.

This type of business model innovation will help Google expand to a new revenue source beyond search, while taking on one of its biggest competitors, Amazon, at the same time. If the pilot works, Google will have found a way to get branded products (which may not be available on Amazon) to the customer, even faster.

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Originally published on June 5th, 2013

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