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Federal Realty rolls out a new contactless pick-up program

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Boston, MA Federal Realty has rolled out a contactless pick-up program at its premier shopping center properties in Massachusetts. Branded The Pick-Up, the program is made available to all tenants and customers looking for comfortable ways to return to shopping and takeout from their favorite stores and restaurants at Assembly Row in Somerville and Linden Square in Wellesley once non-essential retail is allowed to open. This new initiative creates a singular, reliable, centralized service that retailers and restaurants of all sizes can take advantage of, particularly well-suited for small businesses. Where permitted by local jurisdiction, the program is available to all tenants and customers looking for comfortable ways to return to shopping at their favorite stores. The Pick-Up is supported by a customer-oriented marketing strategy to drive awareness of this new offering.

The program expands on an already popular curbside pick-up program that was rolled out for restaurants at the start of the COVID-19 mandatory closings. Customers will be able to place orders

directly with stores by phone or on-line, and arrange for same day pick-up, or a time most convenient to them.

“Throughout this period in time, we’re very proud of the customer experience we’ve created for our takeout and Earls grocery customers. Having the partnership with Federal and its new The Pick-Up program, where our customers can place their order, select a designated pick-up time, and now arrive to a dedicated curbside location for contactless pick-up, without leaving their vehicle, which helps our communities and guests’ lives easier during this difficult time” said Lynn MacDonald, regional director, operations for Earls Kitchen & Bar.

Federal expects to grow The Pick-Up, with plans to expand on the service, in response to the changes in customer shopping habits. “We see this as a long-term solution to finding even more convenient ways for customers to shop,” said Liz Ryan, vice president of leasing, “This will help our tenants to create meaningful engagement with customers that is just not possible through on-line shopping,” Ryan said.

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