
A GUIDE TO BUYING GROCERIES ONLINE



This document has been prepared by Rushmoor Borough Council in partnership with Rushmoor Voluntary Services.

All major supermarkets are offering online ordering, with both delivery and ‘Click and Collect’ options available to customers. If someone is able to get on the internet - either through their mobile phone, computer or tablet - then they will be able to order online from the supermarkets.

Who can order online?

- ✓ Vulnerable people - as identified by the Government - are currently being given priority access to online delivery slots.
- ✓ Additional online delivery slots are extremely scarce.
- ✓ Customers who are not on the national government list of vulnerable people are being encouraged to ‘Click and Collect’. This means that customers can order products online and then arrange to collect them at a specific time and location. Customers can either collect themselves, or arrange for a volunteer to collect on their behalf – although they will need a copy of the Order Confirmation.
- ✓ Customers who are not on the national government list of vulnerable people may be unable to set-up a new account with some supermarkets. Several supermarkets are only accepting online orders from existing customers and pre-identified vulnerable people. Please check each individual supermarket’s website for more information.

The guidance below is for people who are using the internet to order directly from supermarket websites. If people are ordering through a web-based application (‘app’), the general process below will be similar.

HOW TO BUY GROCERIES ONLINE – A STEP BY STEP GUIDE

GET READY

- ✓ **Have your email address to hand**
This will be used for your order confirmation.
- ✓ **Have your credit or debit card ready, or your ‘Volunteer gift card’ to hand**
- ✓ **If using your mobile phone or tablet, download the ‘app’**
For a step-by-step guide on downloading an app, see page 8.
- ✓ **Ensure that you have enough time to sit in an online ‘queue’.** This is where you will wait to get into the website to make an order. Sometimes this may take up to an hour.

STEP 1 - Getting started

The main online supermarket sites offering online shopping

Each supermarket offers a similar online shopping experience which makes it easy for you to place order online.

- ✓ Visit one of the following websites, or download the supermarket's app:

Tesco

www.tesco.com/groceries

Waitrose

www.waitrose.com

ASDA

www.asda.com

The Co-Operative

www.co-operativefood.co.uk

Sainsbury's

www.sainsburys.co.uk

Marks & Spencer

www.marksandspencer.com

Morrisons

www.morrisons.com

Ocado

www.ocado.com

Create an account and register

- ✓ On the supermarket's 'homepage' (or the first page of the app), check that the supermarket delivers to your postcode
- ✓ If you are a new customer, fill out the simple registration form and press submit

Handy hint

Before starting your online order, you might like to write a shopping list. You can use this as a basis for your order and avoid wasting time searching through pages of products.

STEP 2 – Booking delivery or collection

- ✓ **Choose your delivery slot**
Click on the 'Choose a slot' button
- ✓ **Choose 'delivery' or 'Click & Collect'**
This will show you the available slots for each option

You can have your order delivered to you directly, or if it's easier, you can choose a time to collect it from a location near you.

- ✓ **Select your delivery or Click and Collect slot**
Click on your chosen timeslot and wait for the webpage or app to confirm this. You're then ready to shop.

Handy Hint

Supermarkets normally offer up to 3 hours to make an order and checkout. Please ensure that you place your order within this timescale so that you keep your delivery or collection slot reserved.

STEP 3 – Searching for products

Browse for products

Everything is organised by category, department, aisle and shelf – just like you'd find in store.

You'll see various categories like 'Food' and 'Drink' running along the top of the page, or in drop down menus (which may appear differently within the app).

✓ Click on a category

The 'departments' – like 'Fresh Fruit & Veg' – will appear just underneath or to the side. As you select a department, the next level of 'aisles' will be displayed and then the products on those 'shelves'.

This will display all the products available within this section.

Finding a specific product

If you know exactly what you want, it can be quicker to search for it.

✓ Click in the 'Search' box (normally at the top of the page, sometimes identified by a magnifying glass).

✓ Enter the item details

Type the kind of item you're looking for, or a specific brand (e.g. 'tomato ketchup' or 'Heinz Tomato Ketchup').

Your search results

Your search results will appear and you'll see each product as an image and name, shown along with other information such as price and weight.

Narrow down and sort your search results

You can filter products on a 'shelf' or in your search results by brand, type or price, or just browse the selection. A large product range means there may be more than one page to look through. Special offers may also be highlighted.

✓ Filter your search results

Use the dropdown list at the top of the results, or use the side menu to 'filter' the products on display, by brand, type, price or special offer.

Handy hint

Some supermarkets have created a 'Basics Box' of products, filled with everyday essentials, including a choice of groceries or prepared meals.

Handy hint

Many supermarkets offer recipe inspiration and you may see a 'Recipe' section near the top of the supermarket's web page. Once you have chosen a recipe, you can often add the ingredients for that recipe straight into your trolley.

STEP 4 – Select items and add them to your trolley

Individual product details

Full details of each product are available.

✓ View each product

To see full details of a product like ingredients, allergy information and storage advice, just click on an item's picture or name. (It's just like reading the label in the shop).

Add items to your trolley

✓ Add items

If you'd like to buy an item, click 'Add' to put it in your trolley.

✓ Amend quantities

You can then increase the quantity using the + button or by typing a number into the box and clicking 'Add' again.

STEP 5 – Finalise your trolley

View your trolley

You'll see your 'trolley' either on the right of the page, or as an option on the top right of the page as you shop.

✓ Check your trolley

Click on your trolley at any time, to see what you've ordered so far, make amendments, and keep an eye on how much you're spending.

✓ Amend quantities

You can quickly change the quantity of items in the trolley by using the delete (rubbish bin image), the '+' or '-' button or by typing a number into the box and clicking 'Add' or 'Update'.

✓ Continue to add products

You can always go back to the main products pages to continue your order before going to Checkout.

STEP 6 – Checkout when you're ready

When you're ready to 'checkout'

When you've added everything you want to buy, you can then checkout.

✓ Finalise the items in your trolley

Check your trolley and make any final amendments.

There may be an option for you to add delivery instructions during this step.

✓ Click the 'Checkout' button

This may take you to a page that list special offers and suggestions for products that you might have missed. You can add items here, or skip this step at the bottom of the web page.

✓ **Check for other options**

At this stage, some supermarkets will let you add the following information:

- Add delivery instructions
- Add any voucher or coupon codes
- Tell them whether or not you'd like to receive substitute items if your original product is unavailable before delivery
- Add your loyalty card details

Make payment

You will then proceed to the payment page.

✓ **Click 'Proceed to payment', 'place order' or 'continue'.**

You will be taken to a secure checkout to pay. The supermarket will need you to enter your payment card details – and all details are stored securely.

The supermarket may use the 'Verified by Visa and MasterCard SecureCode' schemes to protect your account. This will allow you to create your own personal password as an extra security measure. If prompted, follow the instructions and remember your password for future online shopping.

Payment will be normally be taken from your card on the day of delivery. This allows you to amend your order before delivery is made and payment is taken.

Most stores accept valid MasterCard, Visa Credit and American Express along with any other UK registered cards. The address to which the card is registered must be the same as the billing address, although you may have the order delivered to a different address.

Order Confirmation

Once your payment has been processed online, you should automatically be taken to an 'Order confirmation' page of the website.

You will also receive an email from the supermarket, confirming your order with your order number and items listed.

This is a virtual receipt so make sure you save it in your emails or print it out.

✓ **Save your order confirmation**

Check your emails for your order confirmation before closing the supermarket's order confirmation web page. Once you have received the email, logout of the close the supermarket's website and close the web page.

Don't worry, sometimes it takes a few minutes to receive an email from the supermarket.

If you do not receive the email within 10 minutes of your order, if you can, print the order confirmation web page for your records.

STEP 7 – Waiting for your delivery & amending your order

Amend your order

Some supermarkets allow you to amend your order right up to the day before it is due to be delivered or collected. Log in to your supermarket account at any time to see if this is available and then add and remove products that you need.

Items that become unavailable

You may receive an email from your supermarket while you are waiting for your delivery. They might let you know that items are no longer available (see 'substituted items' below). Sometimes, the supermarket will allow you to log back into the website to amend your order. You can then delete those unavailable items and add alternative items.

Substituted items

At the last minute, the supermarket may not be able to deliver something you ordered, and they may include another item just like it. Any substitutions will be worth the same, or more than your original choice – and if it's more the supermarket will pay the extra.

STEP 8 – Delivery / collection of your order

Delivery – when your items arrive

One of the supermarket's drivers will deliver your goods to your doorstep or building entrance.

If you need to arrange for someone to meet the delivery driver and unpack your order, please contact the Coronavirus Hampshire helpline on 0333 370 4000. The helpline will connect you to a local voluntary group for support.

The delivery may be accompanied with a receipt.

✓ Check your order

If you are able, check that your delivered products match those on the order and / or receipt. If an item is missing from your delivery or you encounter any problems, tell the delivery driver.

Collection – Click and Collect

If you've opted for Click & Collect, you'll need to arrive during the timeslot at the location you chose.

✓ Arrange for someone to collect your order

If you need to arrange for someone to collect, deliver and / or unpack your order, please contact the Coronavirus Hampshire helpline on 0333 370 4000. The helpline will connect you to a local voluntary group for support.

✓ Check your order

Check that your delivered products match those on the receipt. If an item is missing, or you encounter any problems, tell a supermarket team member.

Handy Hint

The Coronavirus Hampshire helpline is open seven days a week from 9am to 5pm for vulnerable people who don't have family, friends or neighbours that they can call on for help. Normal call charges apply. You can speak to a friendly advisor about what you need and how the service can help on 0333 370 4000.

Future ordering & your account

Manage your supermarket account details

All your account information is easy to access on the supermarket website.

- ✓ Go to the supermarket's website address
- ✓ Click 'Your account' at the top of the page.
- ✓ Once you are in your own account, you can:
 - Amend an order
 - View previous orders
 - Amend your contact and delivery details

Easy future ordering

Next time you log-in to the supermarket's website, you will be able to use several tools so that you can easily find items that you've previously ordered. This may include saving your previous shopping lists, creating new shopping lists and duplicating previous orders.

Your favourites

When you place an order, the supermarket may put everything you've previously bought into a section of your account called 'Your favourites'. This makes it easy to find those products when you shop again.

During your first shop, you can also add products to your favourites as you go along.

- ✓ Add a favourite item by clicking on the 'heart' symbol, or 'add to favourites' next to the product.

Your previous orders

When you log back into your account, you will be able to view previous orders. You will then be able to add products from your previous orders to your next order.

ONLINE SHOPPING - FREQUENTLY ASKED QUESTIONS

How do I download the supermarket app on my mobile phone or tablet?

- ✓ **If using your mobile phone or tablet, download the 'app'**
 - Step 1 - Go to the 'app store' on your device. This is called 'App Store' on Apple phones and 'Play Store' on most other phones.
 - Step 2 - Search for the name of the supermarket that you'd like to use and go to that page
 - Step 3 - Click on the button to install the app
 - Step 4 - Once installed, the app will appear on your device
 - Step 5 - Open the app and follow the step-by-step guidance above

What is online grocery shopping?

Online grocery shopping uses your web-enabled device to connect to the internet and contact your local supermarket. You then conduct your normal food shop by selecting the items on the screen and paying for them using a debit or credit card. Your food shop will then usually be delivered to your home on a day and in a time slot of your choosing, or you can choose to 'click and collect', collecting your shopping from the supermarket during a chosen timeslot.

How secure is online grocery shopping?

The chances of your private data or finances being compromised when shopping online are extremely remote, providing you follow these simple safety procedures:

- Use only reputable websites
- Check that the website you're using is secure. Check that the web address displays 'https' not just 'http' and has a small padlock symbol in the address bar
- Always log out from your account after you've placed an order
- Never store your payment details or passwords on a piece of paper or on your computer or internet-enabled device – even if you are the only user
- Always use a credit card for purchases over £100 as legislation means they automatically provide an insurance buffer which will protect you against theft or fraud

Most supermarket use the 'Verified by Visa (VbV)' security programme and the SecureCode system from MasterCard, which allow customers to create their own personal password as an extra security measure. If in doubt it is always best to check your credit provider's website for more details or ask your bank for more help.

Visit the government website Get Safe Online to learn more about online security, where there is a section on 'Shopping, banking & payments': www.getsafeonline.org/shopping-banking

When can you shop for groceries online?

Anytime. One of the best things about online grocery shopping is that you don't need to make your purchases within supermarket opening hours.

How are supermarket deliveries made?

Once your order has been booked it will be sent to the processing team of the supermarket you've used. They will collect your items from around the store or warehouse, pack them safely and load them in to vans for delivery.

How can I trust products that I am not able to physically inspect before purchase?

All supermarkets want to build customer loyalty with quality produce. The freshness of their products is paramount and they ensure that all groceries you buy are selected fresh from their supplies on the day of delivery.
