



OMNICHANNEL 101

"OMNICHANNEL" IS NO LONGER JUST A BUZZWORD; IT HAS BECOME A STAPLE FOR ECOMMERCE BUSINESSES.

Companies aspire to connect online and in-store shopping to deliver personalized and convenient customer experiences.

Below are a few signs of how and why this strategy has become so dominant, and what you can do to ensure success in your omnichannel venture.

WHAT DEFINES OMNICHANNEL?



Omnichannel is SEAMLESS

Companies should aspire to deliver **one experience** across all online and in-person channels.



Omnichannel is FLEXIBLE

Customers can choose how they interact with brands – whether it's in-store or online via webstores and mobile friendly-sites or apps. The buyer's journey can be a multi-path experience that starts online and ends in-store.



Omnichannel UNITES

Systems and distribution channels are united to provide customers **complete inventory visibility**, enabling convenient pick-up and delivery options.

WHAT DRIVES OMNICHANNEL?

Driven by ONLINE'S RISE

With U.S. online eCommerce rising **16 percent** in the first half of 2016, compared to 2 percent for retail in general, businesses that don't branch out are missing out.



Customers don't LIMIT THEMSELVES

73 percent of consumers shop both online and in person, so companies in just one realm are missing out on sales.

Omnichannel shoppers SPEND MORE

Customers who interact with companies online and in person spend **10 percent more** on websites and 4 percent more in stores.



Omnichannel loyalty RUNS DEEPER

Omnichannel shoppers make **23 percent** more trips to brick-and-mortar stores than single-channel consumers.

WHAT CAN YOU DO TO OPTIMIZE YOUR OMNICHANNEL EFFORTS?



Tune up your SUPPLY CHAIN

Enable fulfillment from warehouses, drop shippers or stores to **enable faster deliveries** and more convenient customer pick-up options.



Engage CUSTOMERS

Keep your brand top of mind by **connecting with shoppers** through smartphones, wearable technology, in-store kiosks, QR codes, email offers and loyalty apps.



Provide full inventory VISIBILITY

Deploy an order management system that provides customers with access to product inventory from any location, on any device, at any time – enabling harmonization across all channels.