



# 5 Ways an Omnichannel Strategy Can Improve Your Business

An ongoing discussion point in retail today centers around *omnichannel sales and fulfillment*, or the process of leveraging core and supporting technologies to offer customers a consistent brand experience across all channels. Rapid shifts in consumer behavior have made omnichannel marketing the new normal. Around the world, the vast majority of consumers now make purchases through a number of different channels — whether they're at home, at work, in store, or on the move.

As digital transformation continues to shape the marketplace, an omnichannel strategy has been the natural progression from a multichannel approach. And in an age where customers demand personalized experiences, the result is an experience that customers increasingly expect. Retailers that embrace omnichannel will not only give customers what they want, when it's implemented effectively, they'll surely reap benefits of their own.

With that in mind, let's take a look at five ways an omnichannel retail strategy can improve your business.



## 1. Deliver Seamless Shopping Experiences

Customers use a combination of channels to make purchases today – whether it's in-store, online or in-transit using mobile devices. When they're making a purchase online, six out of 10 start the process on one device and finish on another. By implementing an omnichannel retail strategy, you can help ensure customers have a seamless experience with your brand. From searching and shopping, to the ordering process, through delivery and checkout options, you can provide a consistently positive shopping experience. At the same time, you're also making it easy for customers to transact anywhere on their preferred device — which helps meet customer expectations.



## 2. Provide Real-time Information

Consumers are more savvy about marketing and merchandise than ever before. They've probably researched the products they're interested in before walking into a store. And while viewing merchandise in the store, they can search and compare items offered by other retailers. That said, retailers can also help ensure staff and associates are on a level playing field and hopefully a step ahead by being armed with even more real-time product insight and data, such as inventory positions, product location, pricing and availability. Providing staff with as much data as possible can help meet customer expectations and provide the information they need to make a decision.



## 3. Delivery and Timeline Options

A robust omnichannel strategy enables retailers to get products to customers in a timely manner. That may be achieved by a local in-store pick-up, a same-day home delivery or a delivery time and location of the customer's choosing. For example, someone in New York City can order a product online and pick it up in a store or have it delivered to their house that same day. In the event the retailer doesn't have a physical presence in the Big Apple, the company can ship the product from its closest brick-and-mortar location or distribution center, speeding up fulfillment. Since omnichannel retailers can leverage all inventory locations and delivery options available, they win more business and are more likely to attract and retain more customers.



## 4. Boosting Frequency and Ticket Price

Providing more ways for customers to do business with retailers in an easy, seamless way, typically results in more satisfied customers and more repeat business. Customers who buy through multiple channels have shown to be more valuable than those who buy through a single channel. By implementing an omnichannel strategy, retailers can offer more options and opportunities for customers which results in increased transaction volume, as well as an increase in average transaction value — thereby bolstering the retailer's bottom line.



## 5. Benefit from Back-end Enhancements

While offering benefits to the customer, an omnichannel strategy can offer the greatest benefit to the retailer. In addition to potential increased sales, there are many back-end savings and efficiencies retailers may be able to achieve. Improved processes around such things as inventory, payment systems, asset management, personnel systems, and customer loyalty programs can be integrated across all retail platforms.



Adopting an omnichannel model is smart business, especially for retailers who want to lead the way when it comes to technology. The experience only heightens customer experience, and can make your store more efficient with its data and service.