

Omnichannel Retailing

A Boon for Your Business

Omnichannel retailing is a completely-integrated approach to commerce, offering shoppers a unified experience across all the touchpoints or channels. Ever since its introduction to the world of marketing in 2010, omnichannel retail has been considered a promising solution. This infographic talks about the strategy in detail

But first, Let's take a look at the stats!

97% respondents in the developed market say that it is important to have an omnichannel strategy.

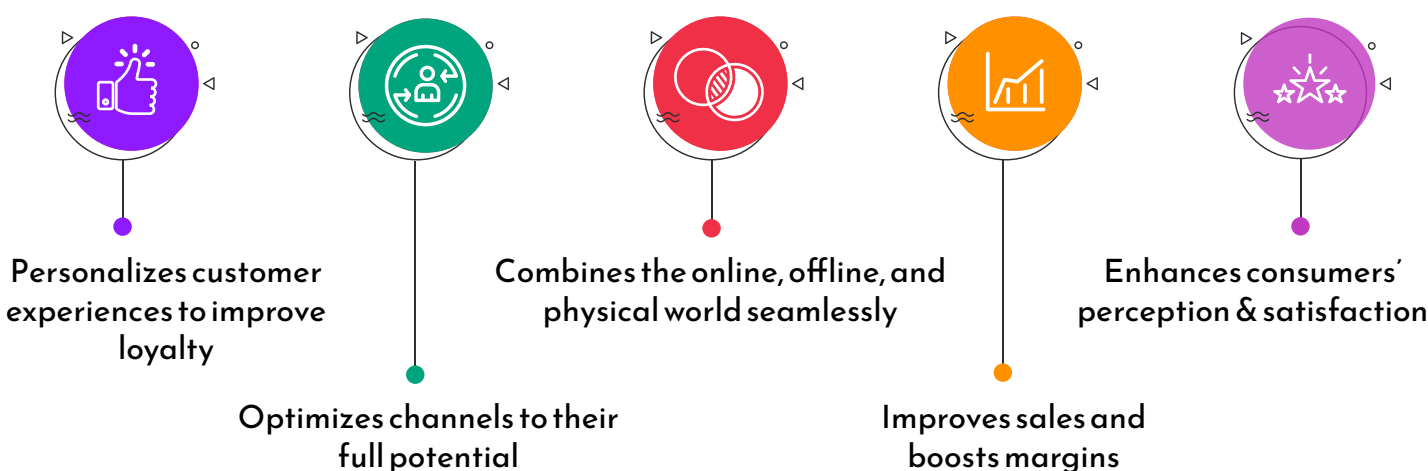
90% of customers expect consistent interactions across channels.

89% customers get retained by companies with an omnichannel customer engagement strategy.

50% of shoppers expect that they will be able to make a purchase online and pick up in-store.

30% omnichannel shoppers have a higher lifetime value than those who shop using only one channel.

Benefits of Omnichannel Retail Strategy

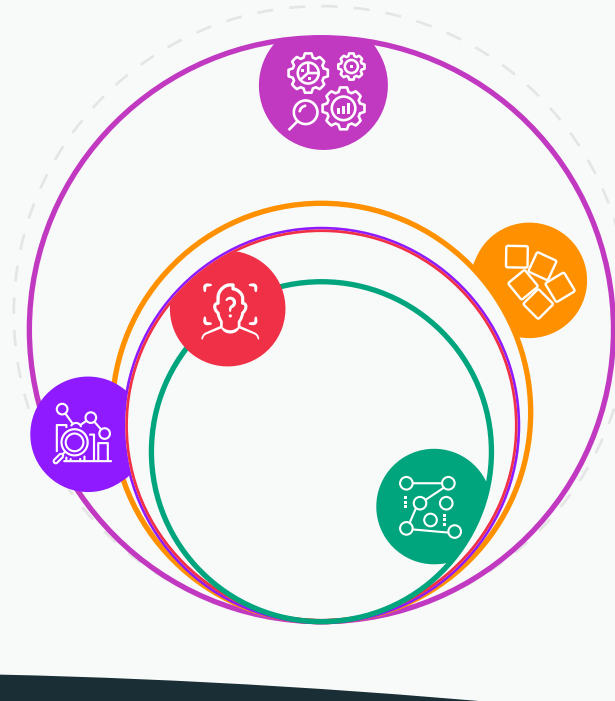


Reasons Why Omnichannel Retailing Fails

Did you know? Nearly **80%** of retailers admit they're failing to offer a unified brand experience to their customers.

Here Are The Top Reasons Why:

- 39%** lack of internal organization
- 45%** poor data quality
- 45%** inability to identify customers across shopping trips
- 48%** siloed organization
- 67%** lack of customer analytics across channels



Omnichannel Marketing and Customer Journey

Imagine you're travelling.

Do you want flight delays, flat tires, or any roadblocks?



We're sure not!

You would want the trip to be as smooth as possible

Similarly, for your buyer's journey

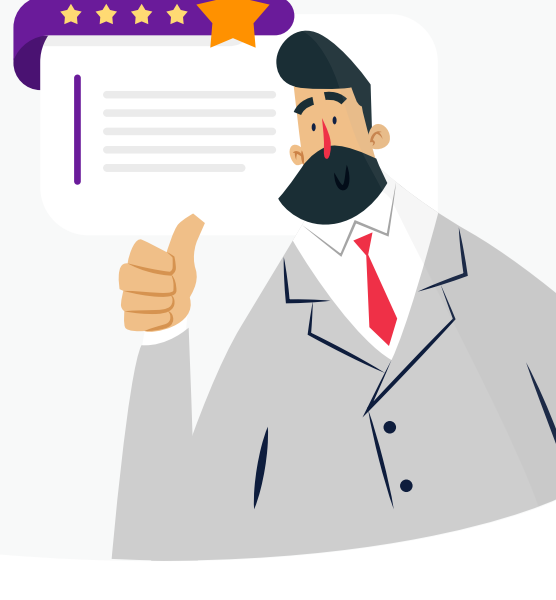
buyers want the process to be easy.

In fact, **64%** consumers are willing to pay more for a better user experience.

So, How Can You Improve Your Omnichannel Customer Experience?

Here's how you can offer a seamless omnichannel experience to your customers:

- ✓ Merge online and offline experiences
- ✓ Drive traffic to stores with "on-the-go" promotion
- ✓ Decentralize customer care delivery
- ✓ Use multi-channel delivery
- ✓ Incorporate personalization
- ✓ Focus on nurturing existing customers
- ✓ Create robust plans to overcome disruptions



Here is How You Can Implement an Omnichannel Approach

Prioritize Customer Experience

Make sure the customer does not have to work hard to get the information they need in order to make a purchase from your brand.



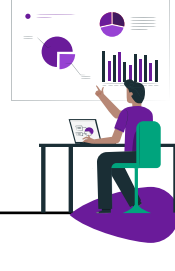
Maintain an Accurate Inventory

A quick transition from online to offline pick-up means you should keep an accurate inventory. It helps in proactive planning and synchronization of inventory movement from one location to another for complete order fulfillment.



Take a Data-Driven Approach

Successful omnichannel marketing makes perfect use of data. Use the information to gain an insight into the customer's needs and reduce churn.



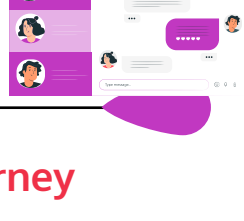
Personalize Processes

Once you have your customer segments and you know their journey, it is time to personalize the messages to those groups.



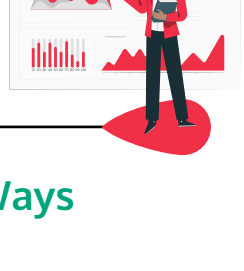
Spontaneous Help

It is recommended to offer a customer support experience through social media and live chat to your customers for quick help.



Segment Your Audience and Map the Customer Journey

Check who has lapsed, pick the loyal buyers and if there are any similarities in their demographics or patterns in repeat purchases, renewals, and more.



Get Your Omnichannel Strategy on Track in Three Ways

- Get the Analytics Fix
- Sync the Product and Channel
- Maintain Online/Offline Balance

Final Comments

Customer centricity is the main core of omnichannel retail. It means that retailers must "think like customers think" to optimize customer experience. They also need to ensure seamless performance of every single channel.

Needless to say, adopting an omnichannel approach will help you stand out from the competition, boost revenues, engage new customers, and enhance your business.

Should you want to know more about creating an omnichannel strategy for your organization, simply email us at info@grazitti.com or fill out our [form](#) and we will take it from there.

Reference links:

<https://v12data.com/blog/25-amazing-omnichannel-statistics-every-marketer-should-know/>
<https://www.magestore.com/omnichannel-strategy/>
<https://www.shopify.com/enterprise/omni-channel-retailing-commerce-what>