

PILLARS OF OMNI-CHANNEL RETAILING

Create a strong omni-channel foundation by blurring the lines of online and in-store shopping.

INVENTORY INTEGRATION, SUPPLY CHAIN STRATEGY

ITEM LOCATOR – With a powerful order management system, online and mobile shoppers can discover the closest location to buy the product they're looking for.

BUY/RETURN ANYWHERE – Whether a customer is at home or at the mall, it's all about the convenience factor. But for you, it's also about sales. An in-store item return is more likely to lead to an additional purchase.

IN-STORE KIOSKS – If an item is out of stock at a brick-and-mortar location, a kiosk lets customers order it there and have it shipped before they change their mind. It's the next best thing to instant gratification.

BUY/PICK UP ANYWHERE – Allow customers to buy an item from store A and pick it up at store B. Or, they can buy online and pick up in-store or better yet, have it shipped directly to their home.

EXCESS INVENTORY – Store A may have an excess supply of something that store B's customers want. It will be helpful if stores can ship to one another to keep supply and demand in check.

SAME-DAY SHIPPING FOR ONLINE ORDERS – For the retailers able to, it's the ultimate competitive edge. It's almost as good as shopping in-store.

SEAMLESS LINES, CUSTOMER-CENTRIC EXPERIENCES

LIVE-CHAT – Have an in-store associate available online to assist with purchases – be it with pricing, locating an item or for style advice.

UNIFIED PRICING – Customers don't want to look high and low for the best deal, so be sure that your prices are consistent across all channels.

TRACK CUSTOMERS ACROSS ALL CHANNELS – Whether they're purchasing an item, clicking through an e-mail or writing a product review, trackable actions paint a better overall picture of each customer.

CUSTOMER INSIGHT – A customer service representative can offer refined help when they know more about the individual. So make sure service reps have access to detailed individual customer histories.

MOBILE PROMOTIONS – Online shoppers are often presented with various deals or special pricing. Give the same to your customers even when they're in your stores by sending them SMS messages.

SOCIAL SELLING – As technologies emerge, social media platforms are becoming better positioned to not only serve as a showroom but also as an outlet for purchasing goods.