

TACKLING OMNI-CHANNEL

in the 2014 HOLIDAY SEASON

Take the quiz below to find out if you are Omni-Naughty or Omni-Nice!

What's happening?



HIGHER SPEND

86% of online retailers said they expect higher holiday sales this year compared to 2013. (ChannelAdvisor).



ONLINE/ BRICK & MORTAR STORES NEED EACH OTHER

While 52% of customers plan to do their SPENDING in-store, many prefer the experience of brick and mortar shopping, 68% of these people are either very likely or somewhat likely to “webroom” online beforehand. (Deloitte).



MOBILE IS IMPORTANT

36% of shoppers plan to do more buying on a mobile device, up from 28% in previous years. (MarketLive). 65% of shoppers believe mobile deals and promotions are powerful enough to influence them to buy holiday gifts in-store on Black Friday, Thanksgiving – and even Cyber Monday. (G/O Digital).



SOCIAL IS IMPORTANT

67% of marketers will invest more on social media marketing this year than last year, with 92% noting Facebook will lay claim to most of their budget. (CMO.com).

30% of shoppers say they have made a purchase as a direct result of interactions on social media. (MarketLive).

OMNICHANNEL SHOPPING PERSONALITIES ARE EMERGING- THEY ARE ALL DIFFERENT AND THEY ARE ALL IMPORTANT



39% ARE “TRADEOFF SHOPPERS”

Shop around extensively and buy online if it's cheaper.

29% ARE “TRANSITIONALISTS”

Prefer traditional stores but will shop online a bit.

32% ARE “DIGITALISTS”

Online is the “go to” channel for most shopping.

(PwC)

Omni-Naughty or Omni-Nice?

Did you know 83% of retail executives do **not** feel they are prepared for omni-channel initiatives? [PwC]

Check the following list (in fact, check it twice!) to see if you are **omni-naughty** (not fully prepared) or **omni-nice** (set up for success) this holiday season.

OMNI-NICE

1 POINT PER

- I have clean, consolidated data in a data mart
- I update my data every 30 to 60 days ... or less
- I can quickly and easily perform real-time segmentation without queries against my database
- I can quickly and easily distribute messages across multiple channels
- I can easily see what is working and pivot my active campaigns in real-time
- I have listening set up across multiple channels, constantly drawing insights and updating my view of my customers
- I personalize and contextualize my offers to my prospects and customers in real-time

OMNI-NAUGHTY

0 POINTS PER

- My data is siloed in multiple locations
- My last refresh was more than 60 days ago
- Querying my database often requires hours of wait time for results to come in
- My channels require separate, manual processes that do not push in sync
- Changing and analyzing campaigns in motion can be a hassle
- I listen to separate channels, pull data manually, and then may or may not drop that data into a database or data mart
- My customers are placed into segmentation groups quarterly and receive a standard set of campaigns

Your Score

OMNI-NAUGHTY

0-2 POINTS

Your process is manual and time-consuming. Your ability to act and optimize campaigns in real-time is hindered by disconnected systems and there is a high likelihood that some of the messaging your customer receives is outdated or not relevant to them at all!

OMNI-PRESENT

3-5 POINTS

You get it, you're here and you're on your way to omni-channel success, but you are still working out the kinks. Look at the questions where you answered on the naughty side and focus your efforts there as you move towards 2015.

OMNI-NICE

6-7 POINTS

You are ready to rock the omni-channel marketing game this holiday season. Remember that omni-channel marketing is not a set-it-and-forget-it process; you need to constantly check in, learn and adapt to what you customers are doing, thinking and expecting.

QuickPivot™

No matter your omni-status, QuickPivot is available to help you develop, manage and optimize a successful omni-channel marketing program that builds engaging, long-term relationships between you and your customers.

Want more great omni-channel tips and advice? Visit us online or check out our articles on CustomerThink!



TWITTER.COM/QUICKPIVOT



LINKEDIN.COM/COMPANY/QUICKPIVOT



CUSTOMERTHINK.COM/AUTHOR/MSHANKER

QUICKPIVOT.COM