

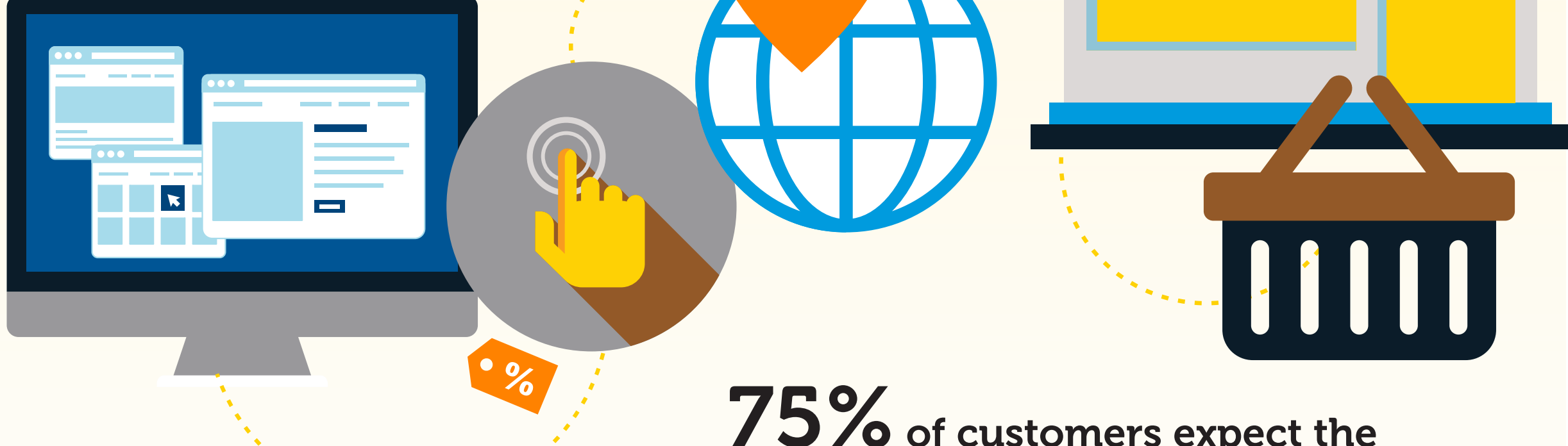
A Platform

FOR OMNICHANNEL SUCCESS

Consumer demands for omnichannel shopping options are not currently being met by retailers. To deliver a consistent experience across all channels, retailers must alter their business strategy **FROM A SILOED CHANNEL APPROACH TO A CENTRALIZED COMMERCE FOCUS.**

How Today's Consumers Are Shopping...

73% of customers are more likely to visit a store if they can see the in-store inventory online



75% of customers expect the availability of in-store pickup of items ordered online and/or home delivery of items ordered in-store



83% of shoppers will choose a digital option over asking a salesperson for assistance



Retailers' Omnichannel Aspirations:

88% of retailers have omnichannel goals in place or are working toward them

Only **1/3** of retailers possess the appropriate tools and technologies to put omnichannel into practice

71% of customers want to know if a store has an item in stock...

...but only **32%** of retailers were able to provide that info

The Omnichannel Deliverability Gap:

73% of cross-channel consumers experience price and promotion inconsistencies between stores and web sites under the same banner

Only **15%** of multi-channel retailers are currently delivering consistent messaging across all channels

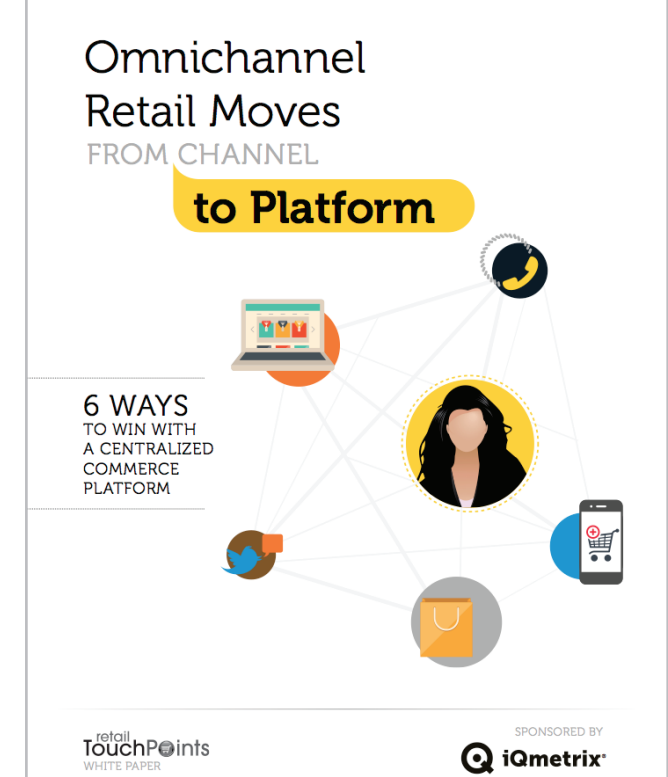
77% of retailers and consumer experts cited **responsiveness for order delivery across channels** as a crucial part of omnichannel strategies



Conclusion

Retailers want to improve their ability to deliver omnichannel shopping experiences. By adopting sophisticated platform technology, they can facilitate the delivery of omnichannel experiences to customers.

Want to learn more about implementing a centralized commerce platform? [Click here](#) to download the white paper, titled: **Omnichannel Retail Moves From Channel To Platform**



Sources:

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