



Webinar

# Omnichannel Retail: How brands can supercharge their sales

Webinar Speakers

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# Agenda

- Importance of an omnichannel presence
- Mastering omnichannel marketing
- Different channels in omnichannel
- Challenges and how to overcome them
- Omnichannel Fulfilment
- Conclusion

If anyone would like an impromptu 15-minute demo today, please reach out to [Hello@ChannelSight.Com](mailto:Hello@ChannelSight.Com) and our team will facilitate this immediately after the webinar.

# The importance of an omnichannel presence

# What is Omnichannel Retail?

Omni-channel retail is defined as a multi-channel sales approach that provides the customer with an **integrated customer experience** across each sales channel.

In other words, it doesn't matter whether the customer is shopping online using a desktop or mobile device, or offline in bricks and mortar store – the experience they receive is **consistent and seamless**.

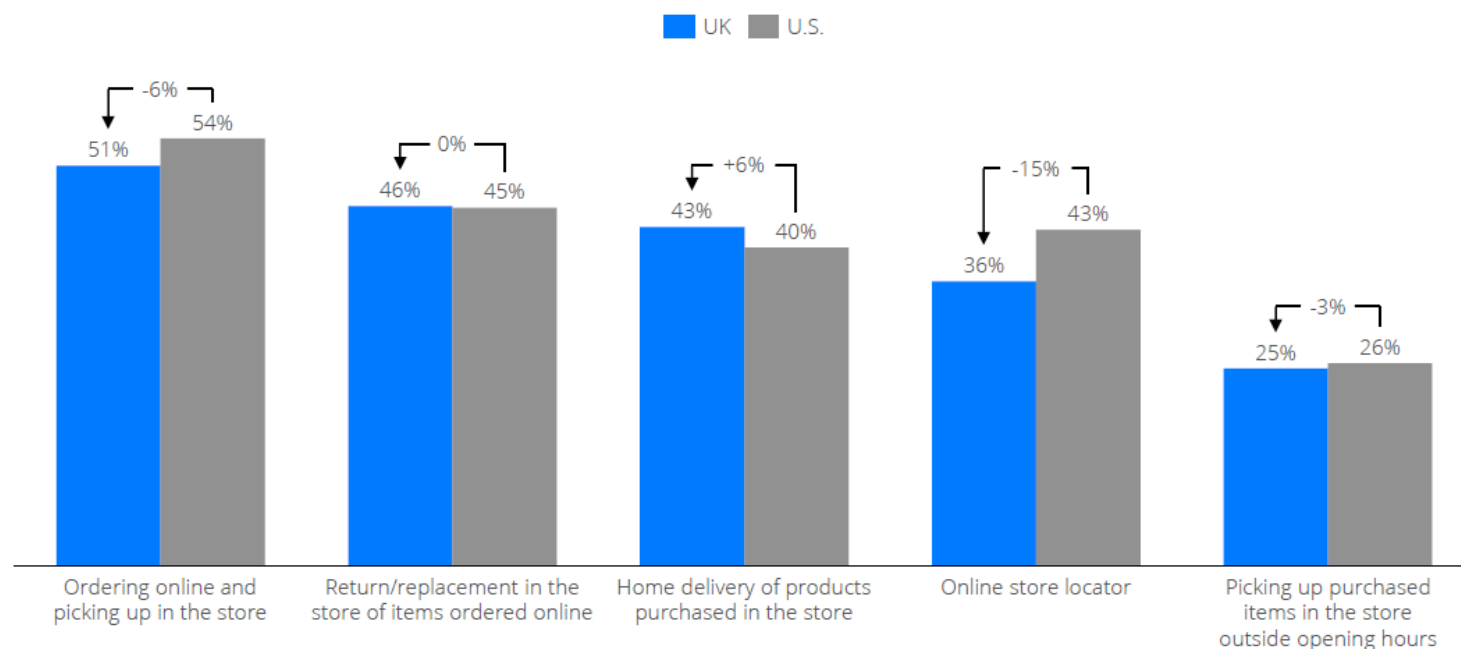
The importance of an omnichannel presence

# Omnichannel VS Multichannel

Differences	Multichannel	Omnichannel
<b>Customer needs vs company needs</b>	Focuses on maximising the performance of a specific channel	Focuses on maximising a retailer's total performance
<b>Uniformity of message across channels and devices</b>	Does not have a consistent message across all touchpoints	Customers/users receive a uniform message across channels and devices
<b>Channel Focus</b>	Interactive channels only	Interactive and mass communication channels
<b>Channel Scope</b>	Retail Channels: Store, Online Website and direct marketing	1.Retail Channels: Store, Online Website and Direct Marketing 2.Mobile channels: Smart Phones, Tablets, Apps, Social Media. 3.Customer Touchpoints: Mass Comm, TV, Radio, Print, C2C, Etc
<b>Linear vs Non-Linear Consumer Purchase Journey</b>	Assumes that the consumer purchase journey is similar across customers within a given target audience	Assumes that consumers can have very different purchase journeys. Different purchase journey paths can indicate opportunities to appeal to different target audiences
<b>Organisation Format</b>	Siloed - Per channel is managed independently	Integrated - for all channels and devices

# Importance of Omnichannel in the recent years

Agreement with selected statements on multi-channel services



**51%**

of UK shoppers would like to order the product online and collect

**26%**

of shoppers prefer express shipping.

## Key Takeaway

**Omnichannel is here to stay. Give customers the choice to decide not only where they want to “shop” on social media, on DTC, on online retailers but also a choice for how to get the product.**

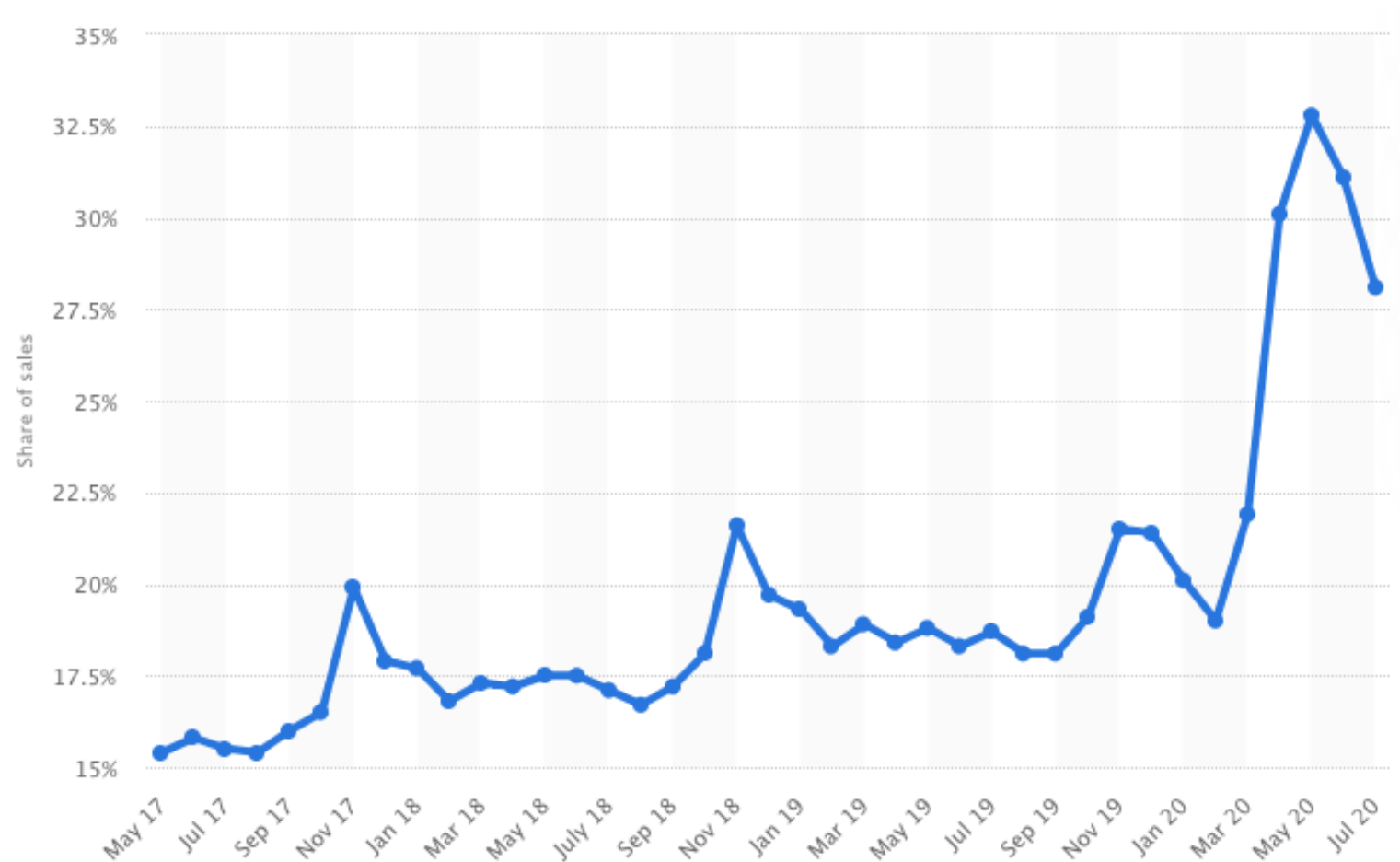
# Mastering omnichannel marketing



**Lockdowns** around the world led to a wider acceptance of eCommerce usage globally.

Mastering omnichannel marketing

# eCommerce flourish 2020



Understand what works **best in each of your channels**  
from media to purchase.

Mastering omnichannel marketing

# #1 Go-To-Market strategies

Pure Players/  
Marketplaces

**OTTO**

amazon

ebay

**newegg**

Big Box  
Mixed Players

*Boots*

**TESCO**

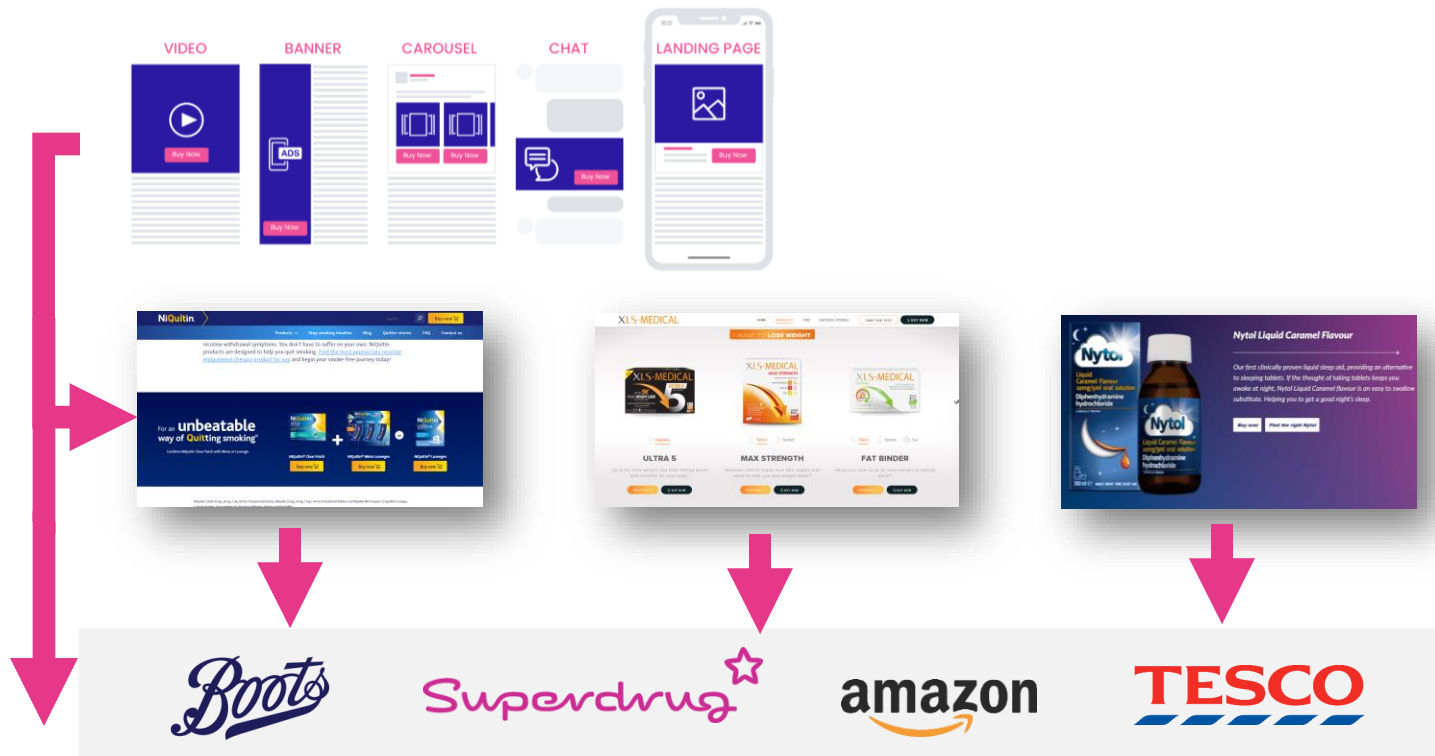
**Walmart**   
Save money. Live better.

  
**target**


Lastmile /  
Q Commerce

instacart  
Glovo  
deliveroo

# #2 Optimise use of media to drive traffic









# #3 Create a winning omnichannel retail experience




**H-FREE 500 HYDRO PLUS HF522YSP 011**


**ONLINE**


	Non Disponibile	VEDI
	Disponibile	ACQUISTA
disponibile su 	Disponibile	ACQUISTA
	Disponibile	ACQUISTA
	Disponibile	ACQUISTA
	Disponibile	ACQUISTA

**IN NEGOZIO**



[Vedi Online](#)

 **CLICK & COLLECT**

  
Batte. Forte. Sempre.

, VIA TIGRÈ, 108/110 (ANG. VIALE LIBI)

[Indicazioni](#)

[Vedi Online](#)


**Chiama il Negozio per la Disponibilità**

Mastering omnichannel marketing

# #4 On-shelf and delivery option availability


Pickup, delivery & in stores

☐




In-store pickup

☐




Same Day Delivery

☐



Buy it at the store

☐



Shipping

More Filters

^ Category

Grocery

Beauty

Health

Personal Care

Holiday Shop

Household Essentials

Movies, Music & Books

^ Price

☐ \$0 - \$15

☐ \$15 - \$25

☐ \$25 - \$50

\$

to

\$\$\$

^ Sold by


☐ Target

Shopping S

Try our dedicated s

"green tea"

243 results



Bigelow Classic Green Tea - 20ct

Bigelow


★★★★★ 31

\$2.79

Get it as soon as 2pm today with Shipt

Ready within 2 hours with pickup

Add for delivery



**Pick up today at**  
**Cedar Rapids**  
**South**

**Pick it up**

[Edit store](#)

Ready within 2 hours for pickup inside the store.

Aisle W9

**Same Day**  
**Delivery to 52404**

**Deliver it**

[Edit zip code](#)

Get it as soon as 2pm today with Shipt

Free with membership or \$9.99/order

[Learn more](#)

**Deliver to 52404**


**Ship it**

[Edit zip code](#)

Get it by **Tue, Apr 27** with free 2-day shipping on \$35 orders

This delivery date includes extra time for the weekend.

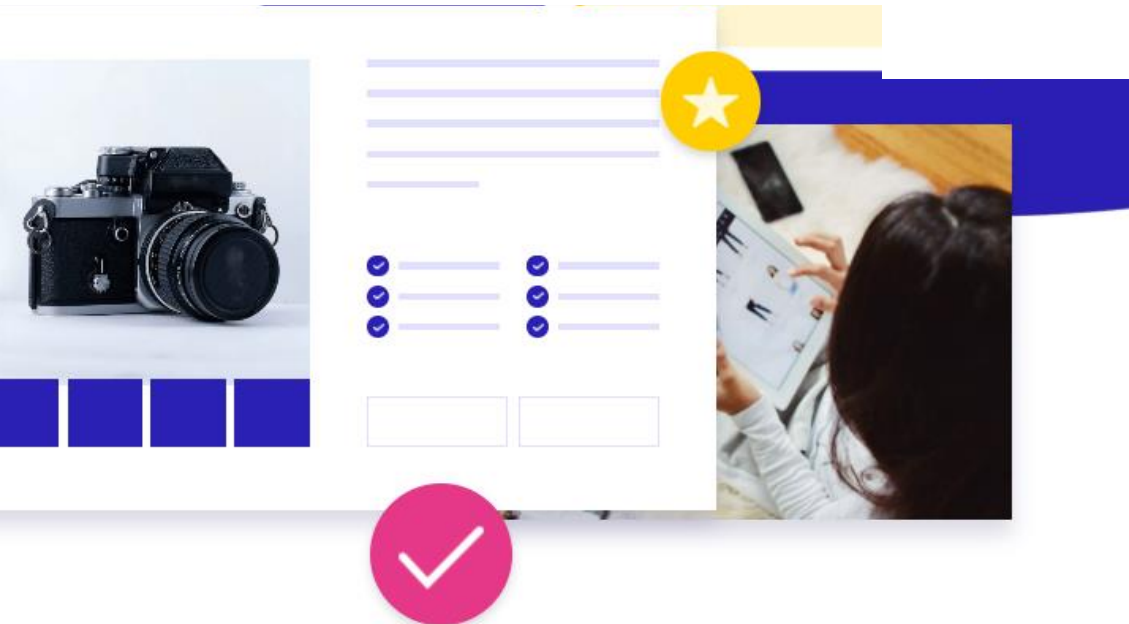
 **Only ships with \$35 orders**

 **Add to registry**

[Help us improve this page](#)

A+ need not be just amazon only

# A+



- ✓ Names
- ✓ Descriptions
- ✓ Images
- ✓ Video
- ✓ Blog
- ✓ Ratings
- ✓ Reviews

Mastering omnichannel marketing

## #5 Consistent Product Content

## Key Takeaway

**Make the customer purchase journey seamless by adopting a strategic omnichannel approach.**

# Different channels in omnichannel

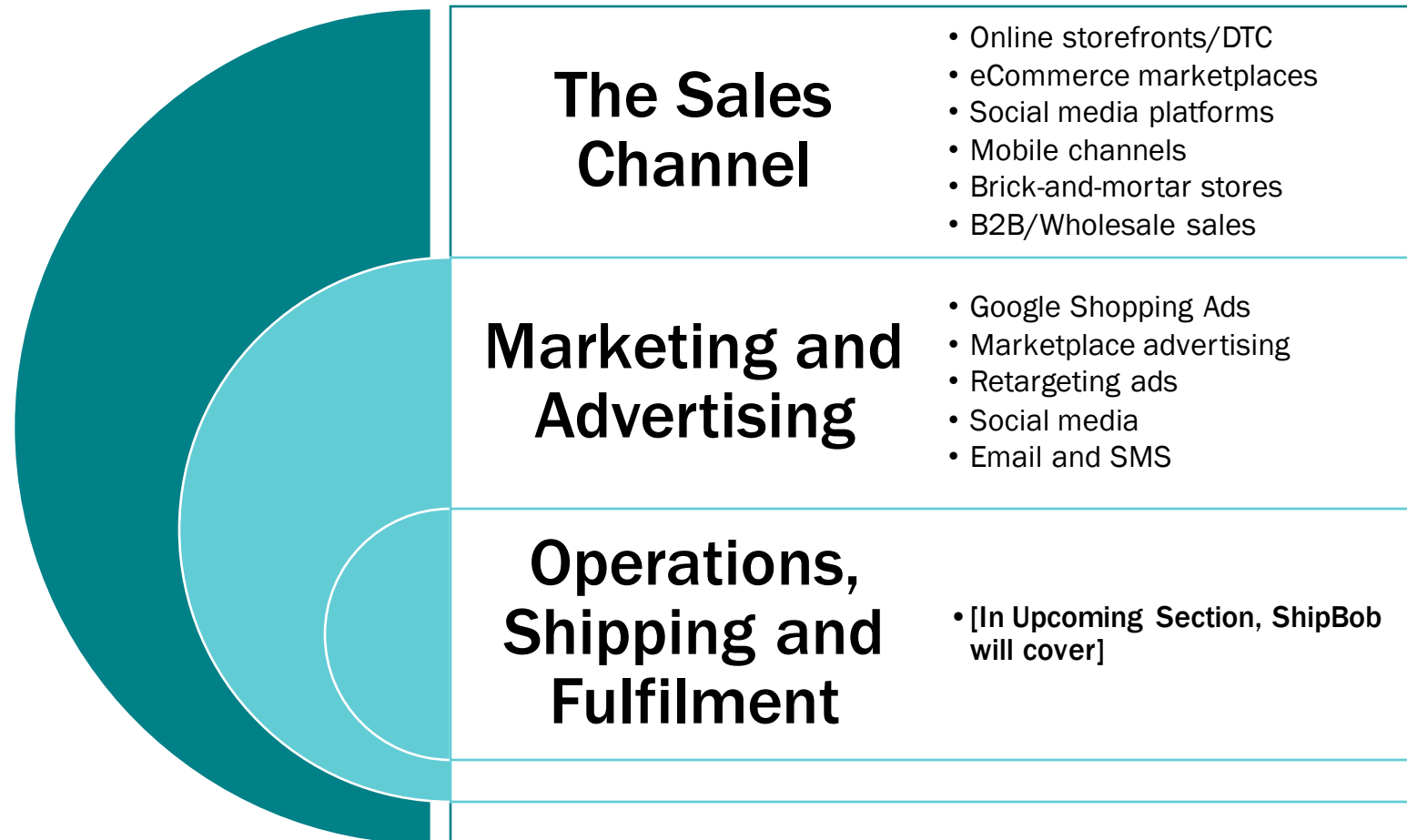


Defining the best internal ways of working is key to success in omnichannel. Each of these functions has multiple jobs within the online purchase journey and are vital to success.



Different channels in omnichannel

# Importance of brand team synergy



Different channels in omnichannel

# Pillars of Omnichannel Retail Approach

Source: BigCommerce

## Key Takeaway

**Omnichannel marketing should be holistic and comprehensive. It depends on a strong foundation, supported by the pillars of sales channels, marketing and advertising, operations, and shipping and fulfilment.**

# Cross-commerce challenges





# The Power of Omnichannel

73%

of consumers use multiple channels  
during their shopping journey

10%

more spent on avg by  
omnichannel customers

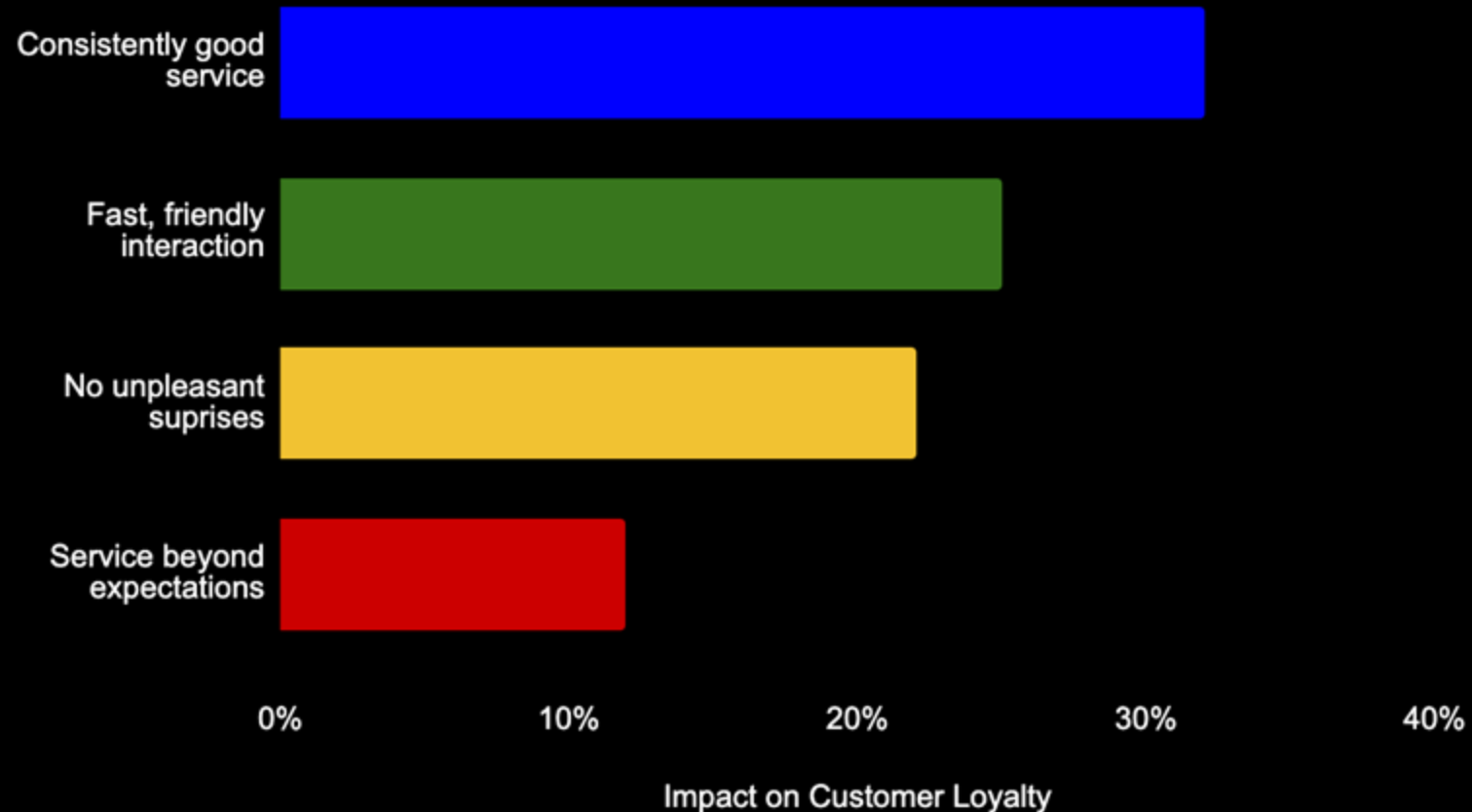
23%

better retention with omnichannel shoppers  
vs single-channel shoppers

75% 

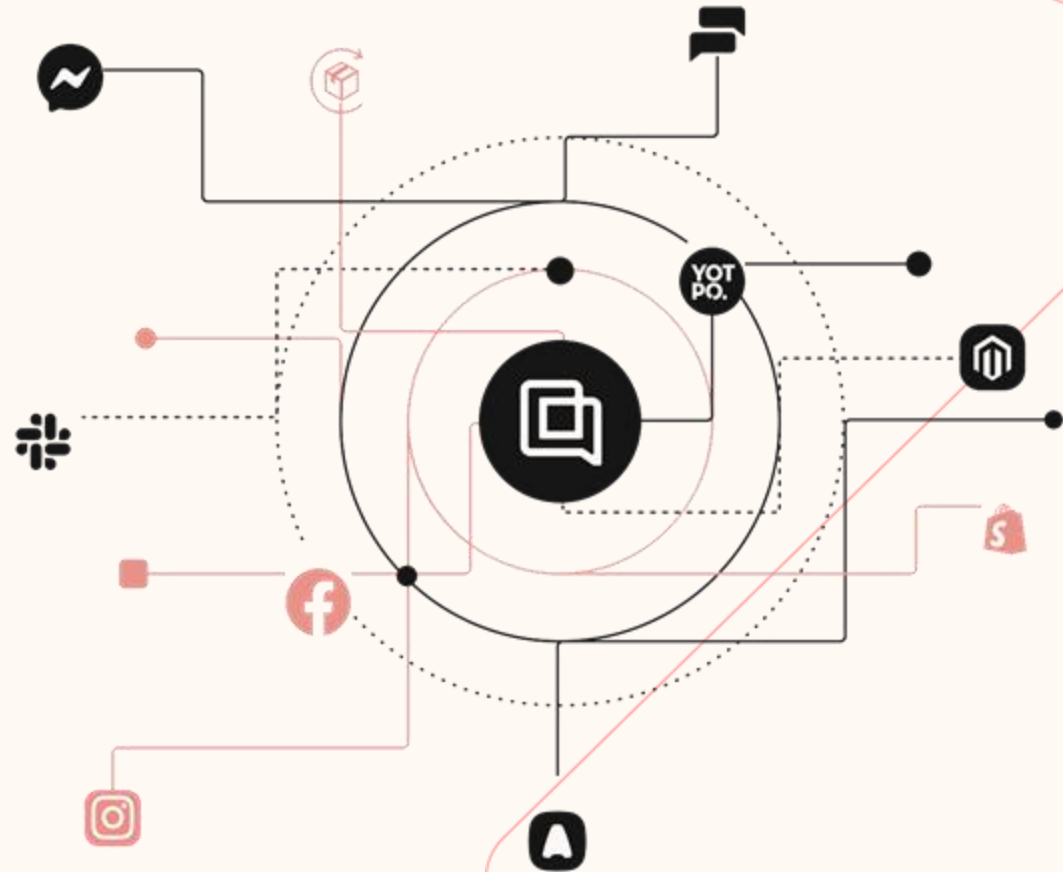
of retailers are NOT making omnichannel  
a top priority

## How does CS Impact Retention?





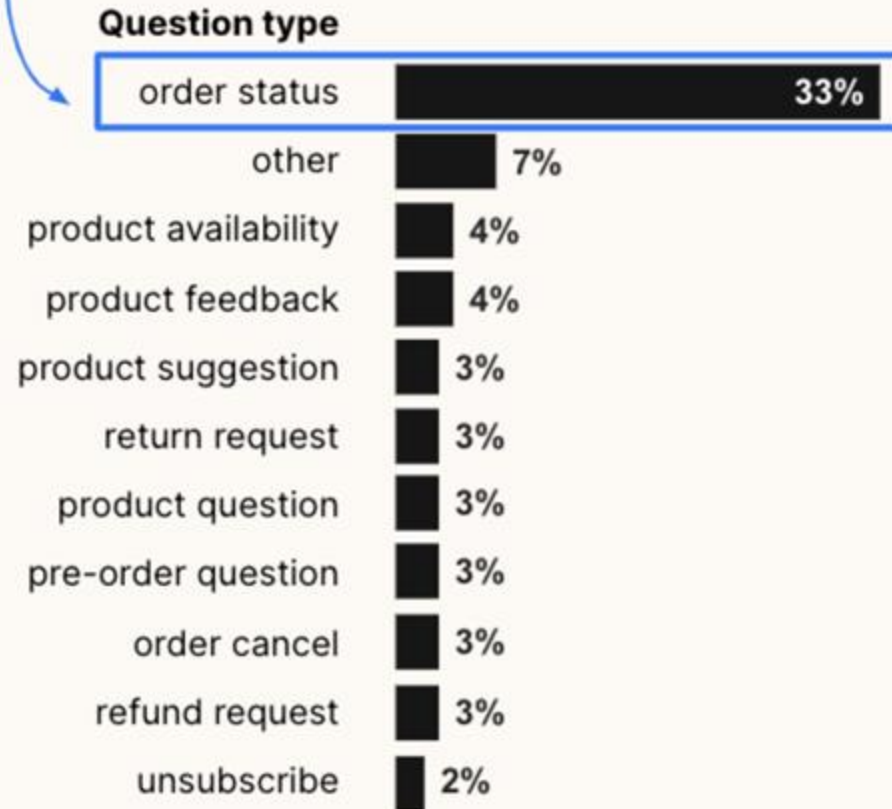
# Omnichannel Approach



A great helpdesk connects you with customers across all major channels, not just email



Step 1: Order status



## What questions do customers ask the most?

We analyzed over 10,000 of our merchants' tickets to understand the top 10 customer support questions (60% of total ticket volume).

Customers will ask these questions across *all* channels, not just email or live chat.



# Where do traditional helpdesks fall short?

- Lack of automations → increase costs
- Lack of customer intelligence & personalization → lost sales
- Lack channel aggregation → poor customer experience

*Brands can no longer assume customers only expect support via email or live chat!*

# Cross-commerce challenges

- Inventory Management
- Locations and Cross-border stock allocation
- Overstocking/Duplication of stock
- Staff training and information
- Choosing the right partner and retail
- Technology
- Multichannel customer support
- Maintaining consistency of message across channels
- Attributing success accurately across multiple channels

# Why you need a 3PL for Omnichannel Retail?



# The ecommerce landscape is changing every day...

 Motley Fool

## One-Day Shipping Is Already Having a Big Impact on Amazon

Back in April, Amazon announced the company's push to make one-day delivery its core shipping option, 2 weeks ago



 GeekWire

## Walmart's next-day delivery now available to 75% of U.S. population, escalating shipping race with Amazon

Amazon is in the midst of its own push to make one-day delivery its core shipping option, 20 hours ago



 Vox

## FedEx won't deliver Amazon packages in the US anymore

This was just a few months after announcing its Extra Hours service, which promised next-day local delivery, 1 week ago



 Retail TouchPoints

## Google Unveils Personalized Shopping Portal, Sets Sights On Amazon's Product Search Share - Retail TouchPoints

Google has introduced numerous retailing iterations over the years, including Google Express, Google Shopping Actions and even buy buttons ... 3 weeks ago

# So are customer expectations...

**60%**

Customers who  
expect **free**  
standard shipping

**39%**

Customers who  
expect **free 2-day**  
shipping

**29%**

Customers who say  
no 2-day free  
shipping is a **deal**  
**breaker**



# A 3PL can help....

- Fulfill faster and more affordably
- Reduce Cart Abandonment and Increase AOV
- Deliver memorable unboxing experiences
- Scale up & down easily
- Turn a cost center into a revenue driver!

Why you need a 3PL for Omnichannel Retail?

# Distributed Inventory

*"Without distributing our fulfillment across Los Angeles, Chicago, Dallas, and Pennsylvania, it'd cost us more than \$100 to provide 2-day shipping across the US."*

**Free 2-day shipping has driven an 18% reduction in cart abandonment."**

**- Founder, MyCalm Blanket**

- Storing inventory near your customers **helps reduce the shipping zones and costs associated with shipping orders** to faraway destinations.
- Distributed inventory also helps you stay competitive by **offering two-day shipping** which helps differentiate your brand on marketplaces.

- Express 2-day shipping helps merchants stay competitive on new channels, **reduce cart abandonment by 18% and increase their average order value by 97%.**
- By disturbing inventory across multiple fulfillment centers you can **leverage ground shipping as an inexpensive alternative to expedited air shipping.**

Why you need a 3PL for Omnichannel Retail?

# 2-Day Express Shipping

*We've been **doubling our growth every year** and a major contributor has been **2-day delivery that increases satisfaction** with the post-purchase experience. **It's what customers expect."***

- Matt Dryfhout, CEO of BAKblade



Why you need a 3PL for Omnichannel Retail?

# Go Global Seamlessly

*"We realized we needed a global fulfillment provider as our customers in the UK/EU were **tired of paying for international shipping.**"*

- Wes Brown, Head of Ops at Black Claw

- Omnichannel selling gives you access to **new regional markets** which means you need a fulfillment strategy that goes beyond your domestic market.
- Cross border commerce can create **challenges around taxes, tariffs, and longer transit times.**

- Expanding to new retail channels can require **complex operational workflows** and can **impact data accuracy across your systems.**
- **Technology-enabled 3PLs** can help manage incoming omnichannel orders, subscriptions, returns, and keep data accurate.
- Without a technology platform underpinning your omnichannel operations **it becomes difficult to scale.**

Why you need a 3PL for Omnichannel Retail?

# Scalable Fulfillment

*"It felt like all I did in the busy season was eat, sleep, and pack orders. It was my entire life. I even had 2 other people helping, each working 8 hours a day, 5-6 days a week. I had reached my limit. I had to make a transition in order to scale."*

- Noel Churchill, CEO of Rainbow OPTX

Why you need a 3PL for Omnichannel Retail?

# End-to-End Experiences

*"I reached out to ShipBob about additional inclusions for my orders like stickers from noissue. I can maintain my brand experience. It doesn't end on my store — it lasts through that unboxing experience."*

Tracey Wallace, Founder of Doris Sleep

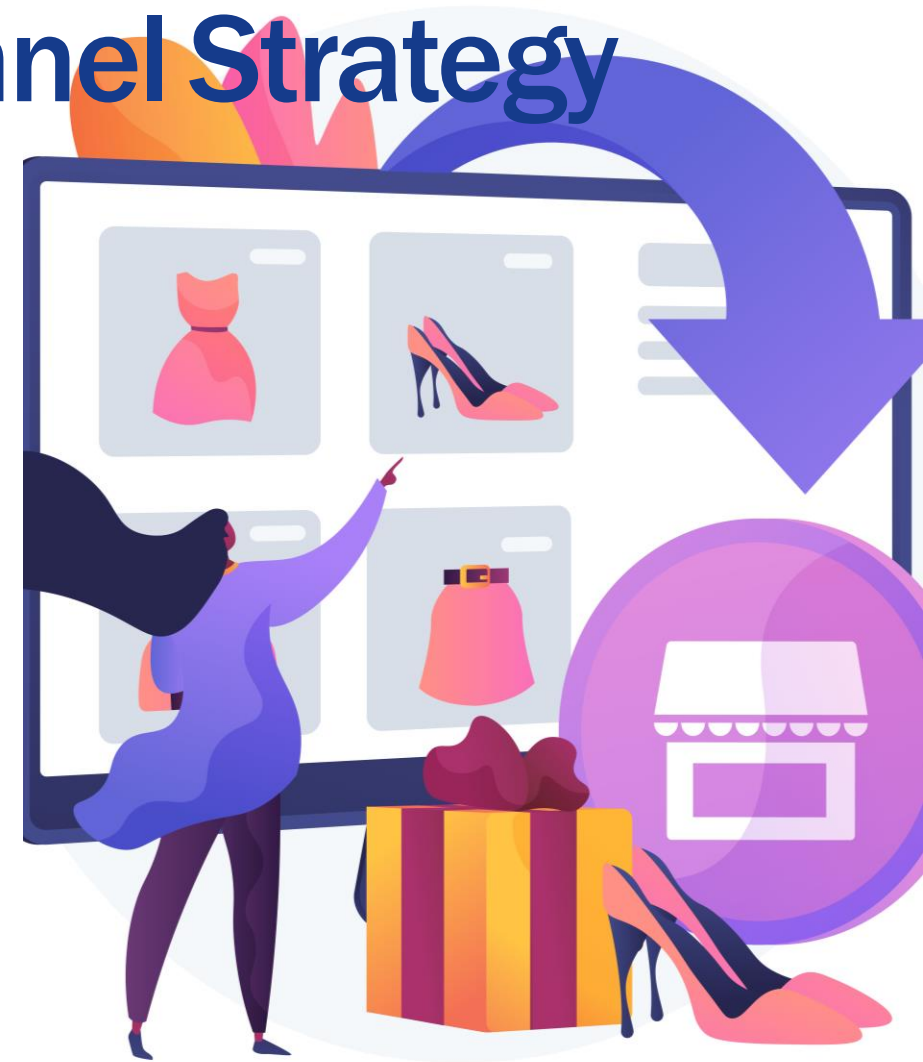
- In the race to sell on every channel it becomes difficult to maintain a consistent brand experience.
- A 3PL can help by **ensuring your unboxing experience stays consistent and builds brand loyalty** with thoughtful packaging and engaging package inserts.

# Conclusion



# Final Thoughts on Omnichannel Strategy

- **Understanding of customer needs**
  - How do they prefer shopping?
- **Marketing catered to your target market**
  - In retail, sponsored products, last mile providers, etc
- **Consistent, recognizable branding, marketing and messaging**
  - Synergy in messaging, different stakeholders, agencies speak the same lingo
- **Define customer-centric KPIs such as customer lifetime value, profitability and engagement levels**
- **Predicting demand through sales and interest history by using simple tools such as Google Analytics Demographic reports**
- **High inventory visibility**
  - If its not in stock – it can't be bought!





# Thank You

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