

Omni-Channel

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Agenda

- What is Omni-Channel
- Why Omni-Channel
- Success Requires
- Omni-Channel Best Practices
- Omni-Channel Partner Readiness

A hand holding a silver smartphone is positioned next to a large, tilted digital display. The background is a blurred indoor space with warm, golden light bokeh. A semi-transparent dark banner is at the bottom.

What is Omni-Channel?



Omni-Channel is like a house

A hand holding a silver smartphone is positioned next to a large digital screen. The screen displays a blurred image of a data chart or map. The background is a blurred indoor setting with warm, golden light bokeh. A semi-transparent dark banner is overlaid at the bottom of the image.

Why Omni-Channel?



What we know

Omni-channel shoppers have a **30% higher lifetime value** than those who shop using only one channel ¹

82% of shoppers consult their phones on purchases they are about to make in a store ²

90% of **customers expect consistent interactions** across channels ³

Companies with omni-channel customer engagement strategies retain on average 89% of their customers, **compared to 33% for companies with weak omni-channel customer engagement** ⁴



**Enhanced Technological
Infrastructure**

High Customer Expectations

Retail Readiness

Success Requires

A hand holding a silver smartphone is positioned next to a tablet. The tablet screen displays a line graph with multiple data series. The background is a blurred bokeh of warm, golden-yellow lights, suggesting an indoor setting with decorative lighting. A semi-transparent dark banner is overlaid at the bottom of the image, containing the title text.

Omni-Channel Best Practices

Home Depot

THE HOME DEPOT

A photograph of a Home Depot store exterior. The building is a single-story structure with a light beige stucco finish. Large, three-dimensional orange letters spelling "THE HOME DEPOT" are mounted on the upper portion of the facade. Below the signage, there are large glass windows and doors, each covered by a dark brown, corrugated metal awning. The sky above is blue with scattered white clouds. A dark grey, semi-transparent banner is positioned in the upper left corner of the image.

Sephora



Starbucks



Amazon

amazon books

4601

STOP

amazon books
Monday - Saturday
9:30am - 9pm
Sunday
11am - 6pm

A hand holding a silver smartphone is positioned next to a tablet. The tablet screen displays a data visualization, possibly a line chart or map. The background is a blurred city scene at night, with warm, golden lights creating a bokeh effect. A semi-transparent dark banner is overlaid at the bottom of the image.

Omni-Channel Partner Readiness

OMNI-CHANNEL RETAIL READINESS CHECKLIST

Retailer.com & mWeb		Mobile App		Digital In-Store		Back-End Systems (ERP, Inventory)		Bricks & Mortar		Organizational Alignment	
	Mobile Optimized Site (mWeb)	<input type="checkbox"/>	Message Center	<input type="checkbox"/>	WiFi	<input type="checkbox"/>	Buy Online, Pick-Up In-Store	<input type="checkbox"/>	Modern POS	<input type="checkbox"/>	Achieve Executive Support
<input type="checkbox"/>	Mobile First	<input type="checkbox"/>	Push Notifications	<input type="checkbox"/>	RDX	<input type="checkbox"/>	Reserve Online, P/U In-Store	<input type="checkbox"/>	ESD/POSA	<input type="checkbox"/>	Re-org to Support Omni
<input type="checkbox"/>	Mobile Responsive	<input type="checkbox"/>	Personalization		Payment Agnostic Options	<input type="checkbox"/>	Click & Collect (Lockers, etc.)	<input type="checkbox"/>	Call Center	<input type="checkbox"/>	One Sale (Channel Agnostic)
	Payment Agnostic Options	<input type="checkbox"/>	Store Locator	<input type="checkbox"/>	POS	<input type="checkbox"/>	Ship From Local Store	<input type="checkbox"/>	Physical to Digital Attach	<input type="checkbox"/>	Dedicated Team
<input type="checkbox"/>	Online	<input type="checkbox"/>	Local Store Inventory Checks	<input type="checkbox"/>	mPOS	<input type="checkbox"/>	Return to Local Store	<input type="checkbox"/>	Local Stores as DC's		
<input type="checkbox"/>	Mobile Web	<input type="checkbox"/>	Click to Call/Chat	<input type="checkbox"/>	Mobile Pay (Apple Pay)	<input type="checkbox"/>	Exchange at Local Store				
<input type="checkbox"/>	Mobile App	<input type="checkbox"/>	Mobile Pay (mPOS)	<input type="checkbox"/>	Real-Time Ratings & Reviews	<input type="checkbox"/>	In-Store Inventory Checks				
<input type="checkbox"/>	SMS	<input type="checkbox"/>	Beacons/Proximity Msg	<input type="checkbox"/>	Dwell Time/Heat Mapping	<input type="checkbox"/>	Store Product Replenishments				
<input type="checkbox"/>	Social	<input type="checkbox"/>	In-Store Wayfinding	<input type="checkbox"/>	Guided Selling Tool/Prod. Selector		Advanced CRM (Cross Channel)				
<input type="checkbox"/>	Store Locator	<input type="checkbox"/>	Bar Code Scanner	<input type="checkbox"/>	Interactive Kiosks	<input type="checkbox"/>	360 Customer View				
<input type="checkbox"/>	Local Store Inventory Checks	<input type="checkbox"/>	Wish List	<input type="checkbox"/>	Endless Aisle	<input type="checkbox"/>	POS/Inventory				
<input type="checkbox"/>	Personalization / Attach	<input type="checkbox"/>	Loyalty	<input type="checkbox"/>	Social Feed	<input type="checkbox"/>	In-Store				
<input type="checkbox"/>	Real-Time Chat	<input type="checkbox"/>	Mobile Checkout (Sales Asst.)			<input type="checkbox"/>	Online				
<input type="checkbox"/>	ESD	<input type="checkbox"/>	Sales Associate App			<input type="checkbox"/>	Mobile Web				
<input type="checkbox"/>	POSA	<input type="checkbox"/>	Real-Time Reservations/Support			<input type="checkbox"/>	Mobile App				
<input type="checkbox"/>	Loyalty Program	<input type="checkbox"/>	Concierge/Training Enablement			<input type="checkbox"/>	Phone Call				
<input type="checkbox"/>	Push via App/Mobile Web	<input type="checkbox"/>	Image Recognition			<input type="checkbox"/>	SMS				
<input type="checkbox"/>	Real-Time Reservations/Support	<input type="checkbox"/>	Voice Search			<input type="checkbox"/>	Social				
<input type="checkbox"/>	Wish List					<input type="checkbox"/>	Push/Pull Marketing				
<input type="checkbox"/>	Cross-Channel Attach (Digital to Physical)										
<input type="checkbox"/>	Code to Content										
<input type="checkbox"/>	Local SEO (Geo-Targeted Product Ads)										
<input type="checkbox"/>	Guided Selling Tools/Prod. Select										
<input type="checkbox"/>	Use of AI										

Retailer.com & mWeb

Mobile App

Retailer.com & mWeb

Mobile App

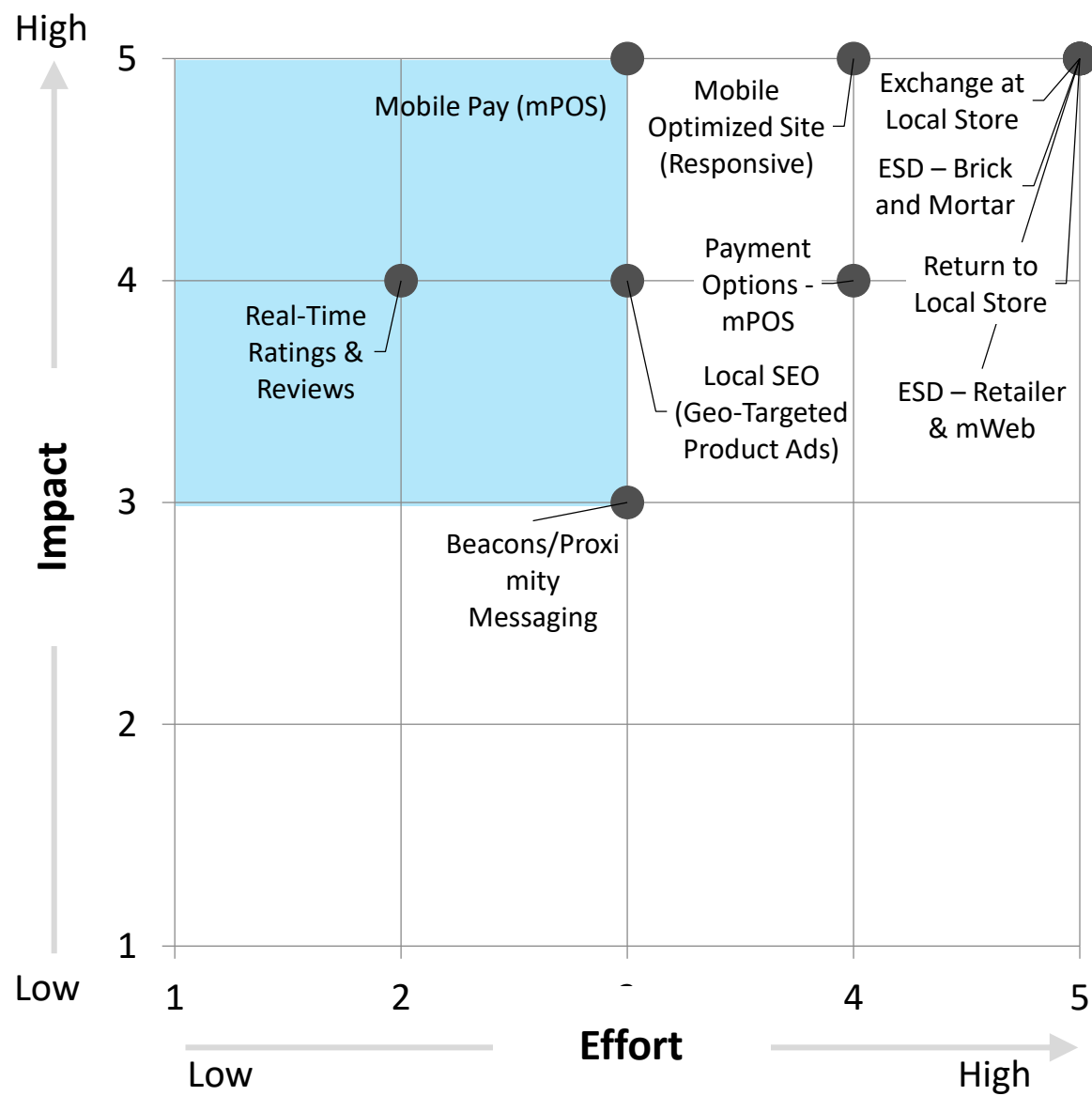
Digital In-Store

Back-End Systems (ERP, Inventory)

Bricks & Mortar

Organizational Alignment

Recommended Priority Focus Areas – Omni-channel readiness



Focus Priority Matrix		
Business Goals	*Effort	^Impact
Real-Time Ratings & Reviews	2	4
Mobile Pay (mPOS)	3	5
Local SEO (Geo-Targeted Product Ads)	3	4
Beacons/Proximity Messaging	3	3
Mobile Optimized Site (Responsive)	4	5
Payment Options - mPOS	4	4
ESD – Retailer & mWeb	5	5
ESD – Brick and Mortar	5	5
Return to Local Store	5	5
Exchange at Local Store	5	5

*Effort

Amount of effort it takes for the retailer to incorporate these into their system

^Impact

Level of impact these executions will have in improving customer experience and sales