

YES, YOU CAN BE OMNI-CHANNEL!

Key Success Factors for Building a Strong Omni-Channel Business for Your Brand

Why Building a Comprehensive Omni-Channel Strategy Should be Your No. 1 Priority

Omni-Channel is one of the big buzzwords in today's commerce world. But, actually, it's far more than just that: At least for brand businesses, omni-channel has become an imperative to keep up with the fierce competition who are already making big strides towards the perfectly unified customer experience across web, store and mobile channels.

In this paper, we'll introduce the key success factors for building a strong omni-channel business, starting with the reasons why this topic should be your brand's no. 1 priority.

Customer Expectations

Your customers don't see channels, they see brands. And if a brand wants to become their favorite, they expect it to provide them with a unified shopping experience, no matter if they are buying online, in store or via a mobile app. You cannot ignore that because, let's face it, your customers are your most valuable business asset.

Efficiency Maximization

Imagine that not only your customers, but you also, see your brand as a brand, not as various units of a diversified company – wouldn't that significantly increase efficiency? It would, because behind the scenes channels have a lot in common: Assortment, inventory, fulfillment, customers ... leverage those hidden synergies and you'll realize huge additional value potential.

Competitive Pressure

You know that you aren't the only brand in the world – and surely you can name at least some competitors who have already achieved a lot in exploiting the value potential of omni-channel. Yes, it will be a huge project and, yes, you'll have to invest a lot to conduct it successfully, but you won't survive in the long-term if you don't become an omni-channel business as well.

87 %

of customers think brands need to put more effort into providing a seamless brand experience.¹

By 2020

the demand for an omni-channel customer experience will be amplified by the need for nearly perfect execution.²

47 %

of customers expect a consistent, personalized shopping experience across channels.³

77 %

of surveyed retailers cited that enabling ship-from-store had reduced or significantly reduced their fulfillment costs.⁴

10 %

in lost revenue is the opportunity cost of not being omni-channel.⁵

Successful Omni-Channel Businesses Excel at Both Internal and External Aspects

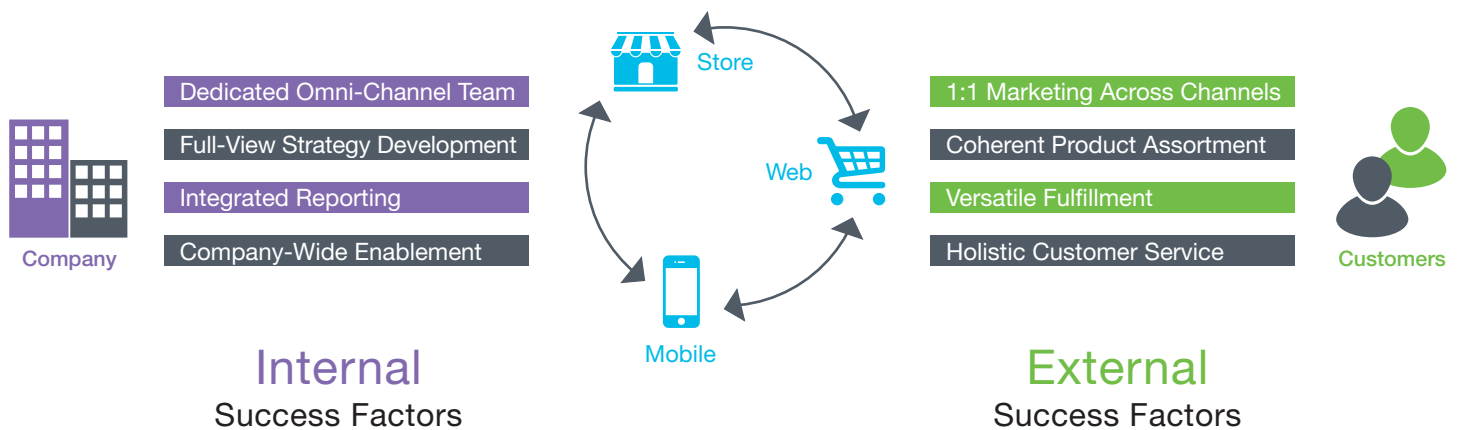
To become successful in omni-channel brand commerce, you have to consider both purely internal aspects as well as aspects that are primarily customer-facing. The reason is simple: Omni-Channel can only work if you design your organization to be an integrated one – you need an omni-channel team that continuously works on driving the project forward, you need a holistic business view in terms of reporting, analysis and strategy development and, last but not least, you have to enable the whole organization to think and live omni-channel.

Simultaneously, you have to realize the omni-channel concept from a customer's point of view. That is: customer-centered everything. Be it marketing, fulfillment, assortment or service – everything has to be customer-centered instead of channel-centered, so the customer experiences your brand as one holistic entity.



„You will never be omni-channel until your customers say you are.“

Lennard Stoevers, CEO minubo



Dedicated Omni-Channel Team

Omni-Channel is growth-boosting, but it is also an art in itself to build this kind of integrated organization. Someone has to hold it all together and continuously drive the project forward – ideally, you have a dedicated team for that.

Full-View Strategy Development

Omni-channel is all about integration, so first of all, your strategy has to be an integrated one. Make sure your omni-channel team (or at least your omni-channel director) is provided with full business transparency on all levels.

Integrated Reporting

To gain full business transparency for strategic purposes as well as for constant performance review, you need cross-channel reporting. Important: Holism is key, so channel reports can't just be added up, the data has to be properly integrated.

Company-Wide Enablement

Omni-channel has to work on all levels: from top management who has to sponsor the initiative to marketers who have to build cross-channel communications, all the way down to store sales reps who have to answer all kinds of customer questions. Make sure everybody has the tools to do that properly.

1:1 Marketing Across Channels

Today's customers expect to be approached as individuals – not as part of some mass communication. If you want to retain them, live up to those expectations and build a data base with 360° customer profiles to fuel your marketing tools.

Coherent Product Assortment

When customers browse your web shop and then want to try a pair of shoes, they expect to find this same pair in your stores as well. Conclusion: Analyze carefully which products are important in which channels and adapt merchandising.

Versatile Fulfillment

Concepts like pick-up-in-store and ship-from-store are already quite common amongst brands – that's why they have become an integral part of customer expectations. Don't get left behind, set the course for flexible fulfillment this very day!

Holistic Customer Service

As customers don't see channels, but brands, they expect to be provided with all kinds of answers at the one service point they turn to. Comply with those expectations and train your service team to become true omni-channel experts.

Ultimately, all Internal and External Factors Boil Down to Three Main Pillars for Successful Omni-Channel Commerce

Altogether, the eight success factors on the previous page can be traced back to three main pillars that ultimately enable successful omni-channel commerce. These three pillars are the very basis to build a full system landscape that can execute omni-channel operations in the long term: Full omni-channel data, full business transparency, fully enabled teams.

1 – Data: Full Omni-Channel Data Base

Omni-Channel is all about data. Only with a full omni-channel data base, can you keep the threads together with all these processes involved, and only with a full omni-channel data base, can you gain 360° customer profiles, product data and performance data to fuel operations. In short: Get this full omni-channel data base and harness what it provides you with.

19 %

increase in sales through personalized marketing based on 360° customer data.⁶

2 – Transparency: Systematic Reporting

When you have all your data in one place, you still have to make sure that you get all needed information out of it without too much effort. A reporting engine with a comprehensive portfolio of reports, analyses and insights makes that possible; it ensures that the whole team stays on the same page and has all the information they need to work effectively.

\$13

returned for every dollar spent on tracking channel results to subsequently optimize them.⁷

3 – Team: Data-Driven Work Culture

Your team is key – this reality doesn't change in an omni-channel scenario. Everything they do affects your business results, so you better make sure they make the right decisions in their day-to-day work. To achieve that, you have to enable them to work in a data-driven way – ideally, you can even provide them with proactive insights that spare them the analytical work.

4 %

higher productivity and

6 %

higher profits through a data-driven work culture.⁸

... and a Fourth one for Top-Performers who Want to Scale Omni-Channel Effects: Automation

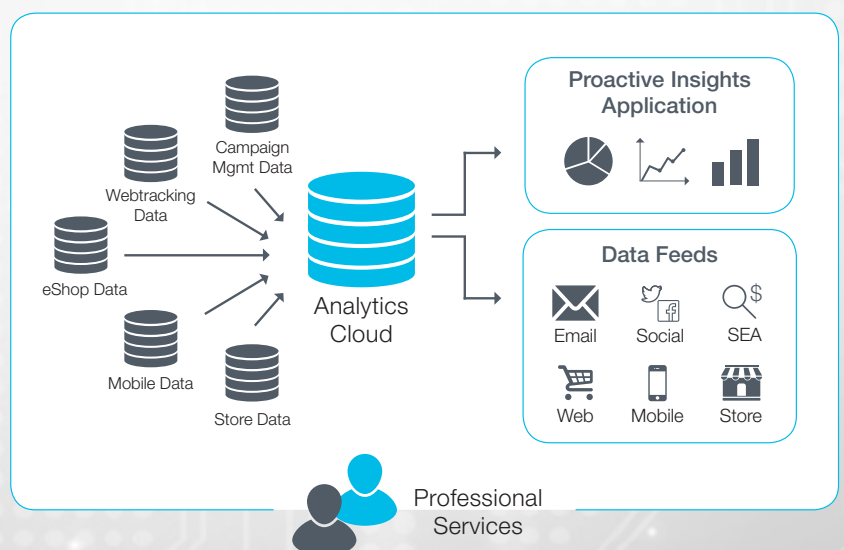
If you already have a functioning omni-channel setup, you might want to further scale its effects by introducing automation. No problem: With your full omni-channel data base you can feed customer profiles, marketing or product data into 3rd party systems directly and trigger immediate action with algorithms that fit your business needs.

How minubo Helps you Solve the Omni-Channel Challenge

Your Omni-Channel Centerpiece

As a Commerce Intelligence Suite, minubo not only provides you with a full omni-channel data base holding 360° customer profiles, but also with an easy-to-use insights application. It enables your whole team to work in a data-driven way and maximize productivity by leveraging proactive action recommendations.

In addition to that, our professional services team can help you establish data-driven processes and implement automation by directly feeding data into 3rd party systems. Get started today!



Sign up for a Strategy Workshop now!
minubo.com/omni-channel-workshop



Listen to Your Heartbeat!

It Proactively Provides you With Omni-Channel
Insights & Action Recommendations.

For a Healthy Business &
Faster Growth.

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