



Australian  
**Retailers**  
Association

## 2017 ARA Omni-channel Retailer of the Year

### / Eligibility

The **2017 Omni-channel Retailer of the Year** is open to any retailer who has embraced the needs of the new age shopper that wants to purchase anything from anywhere, at any time.

The winner will not only embrace a technology empowered system that enhances seamless transaction and instant data online or instore, but actively searches for new ways to improve the customer experience.

### / Criteria

- Describe the overall omni-channel strategy you have employed in your retail business.
- How has this omni-channel strategy complimented/enhanced the customer shopping experience across multiple channels?
- What steps did you take to implement this plan into the market?
- Has this strategy improved sales since its implementation, and if so, by what annual percentage?
- Please outline your logistics and fulfilment policies and how these are executed as part of your omni-channel strategy?
- In 100 words or less, why should your business win this award?

### / Submission

All submissions are to be completed online by Friday 26<sup>th</sup> May 2017.

Please contact the Australian Retail Awards team on **1300 368 041** or email [awards@retail.org.au](mailto:awards@retail.org.au) if you have any questions regarding your submission.

Phone: 1300 368 041  
Fax: (03) 8660 3399

**MELBOURNE OFFICE**  
Address: Level 1, 112 Wellington Parade  
East Melbourne VIC 3002