

How the omnichannel may fail

An example of inconsistent communication with customer

'Created and developed by Cranfield School of Managements Dr Soroosh Saghiri 2018'



The final message is sent by the 3PL, while the customer has no idea who it is, so it may make confusions. The customer placed the order to XYZ.com, so all communications should have been done by or via them. The customer does not know and doesn't want to know about the arrangements between the supplier and 3PL.