Follow the path to the
Omni-channel Grail

Omni-channel retailing gives customers the option to shop and purchase items on their terms – order online or shop in the store, have the item shipped or pickup at the store. Omni-channel supports every combination.

## Support every channel your customers use

- Be ready to change with your customers as buying process channels continue to develop.
- Give your customers accurate inventory information as well as choices for alerts, backorders and reorders.
- Provide customers an easy, pleasant shopping experience through their mobile device, online and in the store...every time.

38%
of the top 500 internet retailers offer live chat for customer support

71.5%
of online retailers answer emails with a personlaized salutation
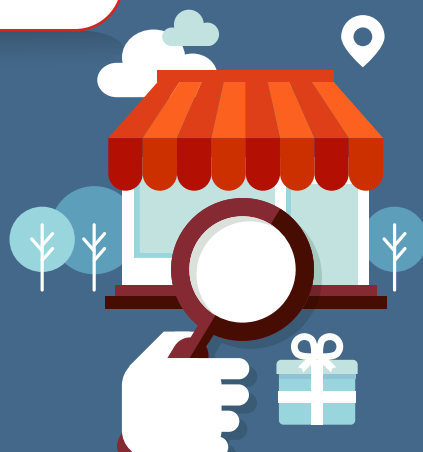
Gain tight control over inventory

- Give your sales teams and floor clerks confidence in the accuracy of stock quantities and location.
- Automate reorder alerts to meet the demand for fast-moving products across your locations.
- Ship from closest location – whether a store or warehouse or vendor – to fill in-store pickups and restock quickly.

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1 Day	Best in class retailers
9 Days	Average retailers

Estimated delivery time for clothing/shoes/accessories

Support responsive and flexible order management

- Support flexible procurement and shipment to fulfill special orders and deliver quickly.
- Give customers a wide range of payment and shipping options - from online payments to two-day delivery.
- Offer the full range of shipping and pick up options, whether order is placed online or in the store.

Email	$100
Search	$129
Social	$81
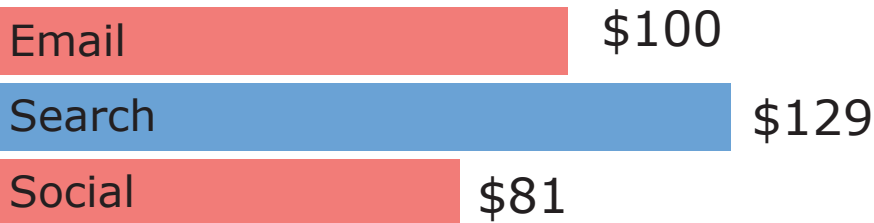
Average order value by traffic source, Q3 2013

Centralize company data

- Connect separate stores with consistent customer and product information.
- Ensure uniform pricing, promotions and communication across email, online, in-store and social marketing.
- Give managers easy-to-use business intelligence tools that allow them to analyze data on their terms.

62%
of customers have actually switched brands in the past year due to poor customer service

44%
of consumers have higher expectations than they had a year ago

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