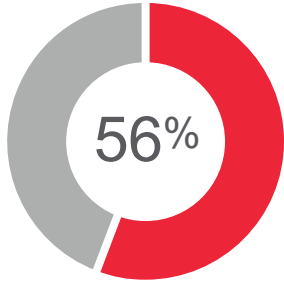




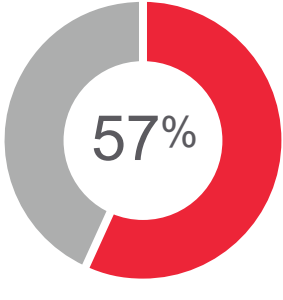
Are You Crushing Your Omnichannel Operations During Peak?

Facing the Omnichannel Gap

Customers clamor for omnichannel, but retailers still struggle to integrate experiences.



Of shoppers say retailers provide a disconnected experience.



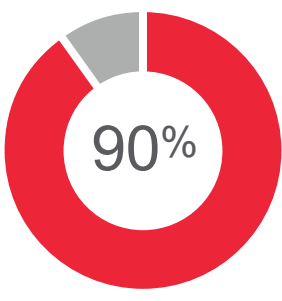
Of shoppers say a disconnected experience would make them consider switching retailers.¹

And the omnichannel challenges keep growing.

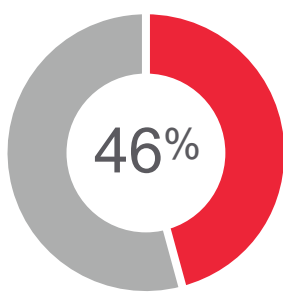


In the Store

The store remains a hub of omnichannel activity...



Of shoppers buy in stores at least monthly.²



Of shoppers prefer to buy in the store.³

and BOPIS has become central to store-based omnichannel.

56%

Of shoppers are aware of BOPIS.⁴

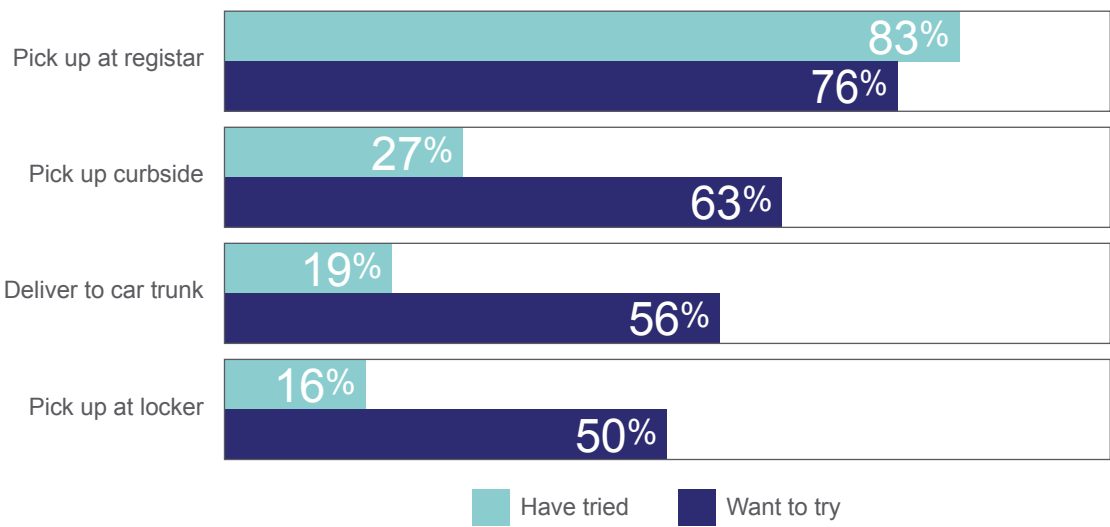
70%

Of those who are aware of BOPIS have tried it.⁵

65%

Of those who tried BOPIS say it improved their experience.⁶

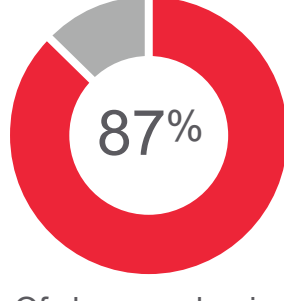
BOPIS Preferences⁷



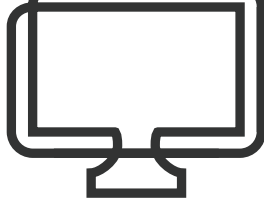
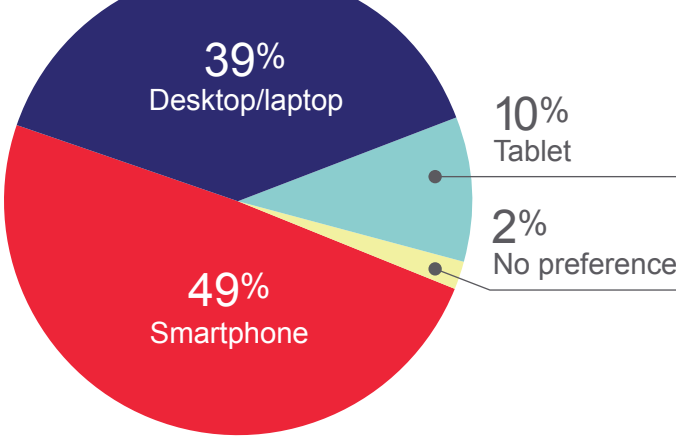
On Ecommerce Websites

The Web channel is integral to the customer journey...

Online-Shopping Device Preferences⁹



Of shoppers begin the buying journey in digital channels.⁸



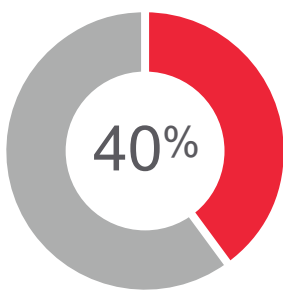
so retailers need to integrate online and physical storefronts.

Store Features on Ecommerce Website¹⁰



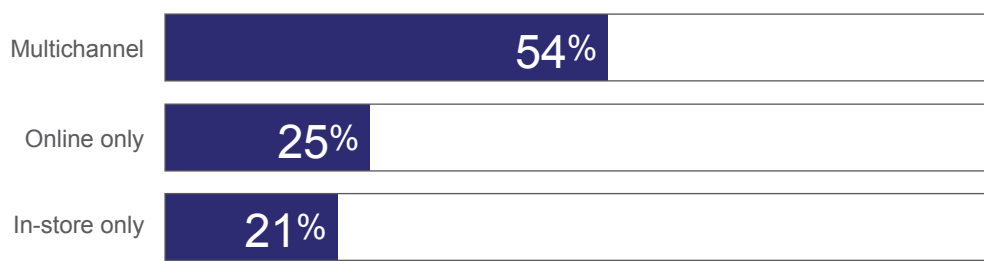
During Peak Season

Customers demand an omnichannel experience – even when retail is most challenging.

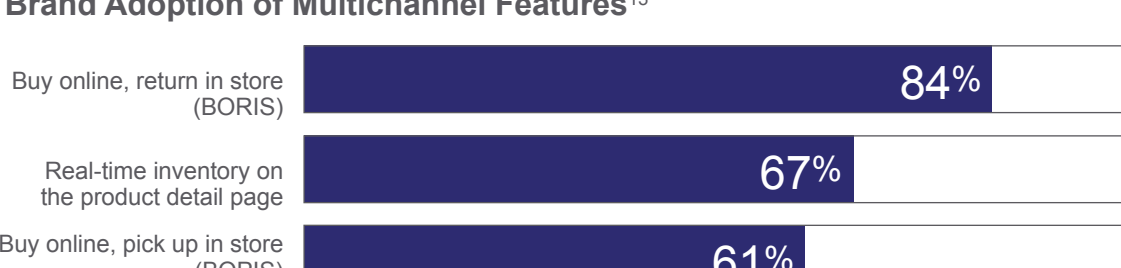


Year-over-year increase in multichannel retail sales during the 2018 Thanksgiving holiday weekend.¹¹

Channel Preferences¹²



Brand Adoption of Multichannel Features¹³



6 Best Practices to Nail Peak Across Every Channel

- 1. Coordinate promotions across channels.**
If store and online promotions differ, communicate that fact across channels – and include customer care.
- 2. Manage stocking levels.**
Analyze last year's peak data on where customers were located and how orders were fulfilled. Then place the right proportion of inventory across your fulfillment locations.
- 3. Throttle back when necessary.**
Dynamically "throttle back" low inventory in stores so it's not available online for BOPIS or ship from store. That will retain inventory for walk-in customers.
- 4. Optimize store staffing.**
Know how long it takes an associate to pick, pack and ship, and forecast any peak sales increase. Now you can predict how much staff you'll need and when you'll need them.
- 5. Ensure a consistent customer experience.**
Customers expect a consistent fulfillment experience, even during peak. Provide the same packaging presentation across distribution centers and stores.
- 6. Leverage analytics.**
Capture core data around inventory, order volume, pick, pack and ship times, on-time fulfillment, customer-care service levels and carrier service levels. Then identify missed SLAs to course-correct.

Ready to optimize peak omnichannel for your brand?

Learn more in our point-of-view paper, ["Mastering Omnichannel at Peak."](#)

¹ "Consumer Connectivity Insights 2018," MuleSoft, June 2018

² "Survey Report: Surviving the Retail Apocalypse," Yes Marketing, January 2019

³ "Shopper-First Retailing," Salesforce, August 2018

^{4,5,6,7} "Consumer View Winter 2019," NRF, January 2019

⁸ "Shopper-First Retailing," Salesforce, August 2018

⁹ "Survey Report: Surviving the Retail Apocalypse," Yes Marketing, January 2019

¹⁰ "Gartner L2 Intelligence Report: Omnichannel," Gartner L2, February 2019

^{11,12} "Thanksgiving Weekend Multichannel Shopping Up Almost 40% Over Last Year," NRF, November 2018

¹³ "Gartner L2 Intelligence Report: Omnichannel," Gartner L2, February 2019