

OMNICHANNEL RETAILING

a guide for digital marketers

OMNICHANNEL RETAILING

Experiential

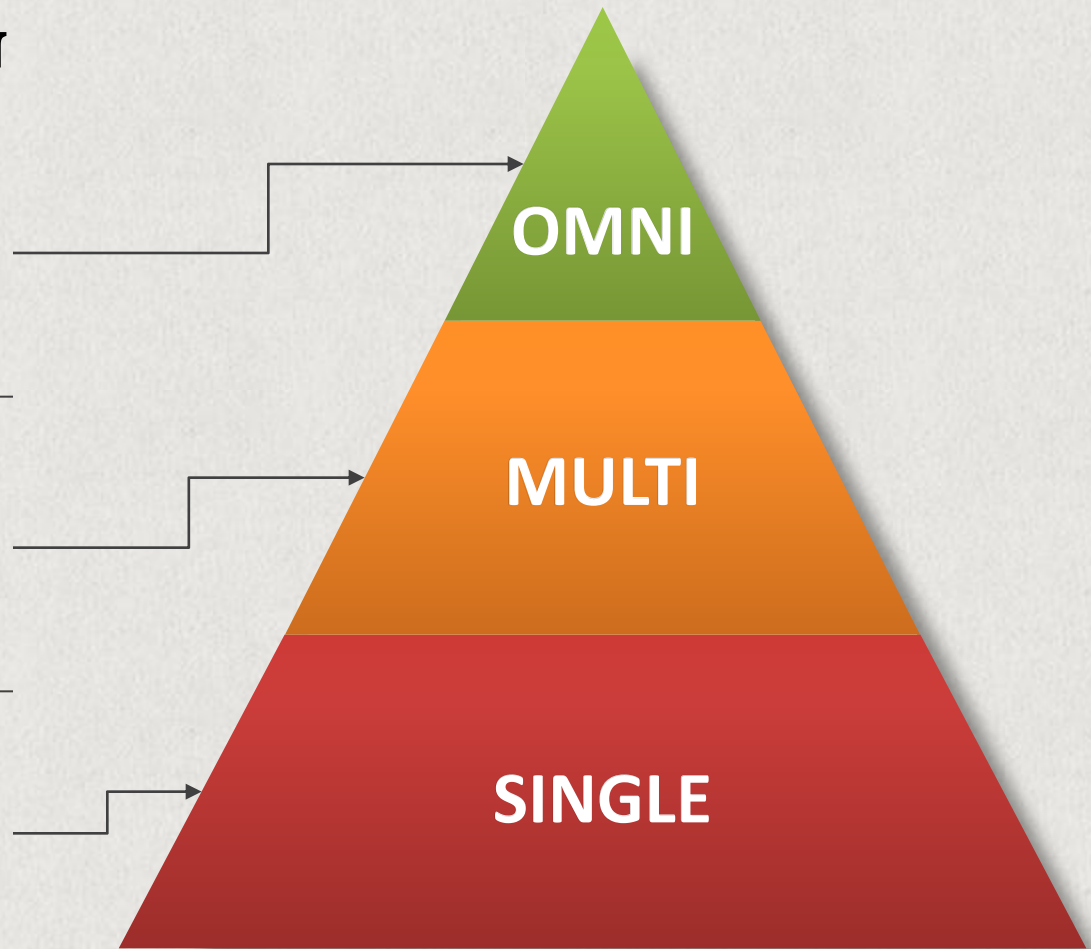
How the customer feels about the transaction and what they remember afterwards. Should make the customer an advocate.

Transactional

Ways in which the customer can pay and take delivery of the product or service purchased. Should be simple, transparent and fast.

Informational

How does the customer learn about your brand, product and service. Should help the user discover or find the product they're looking for.



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Right message, right
action, right channel

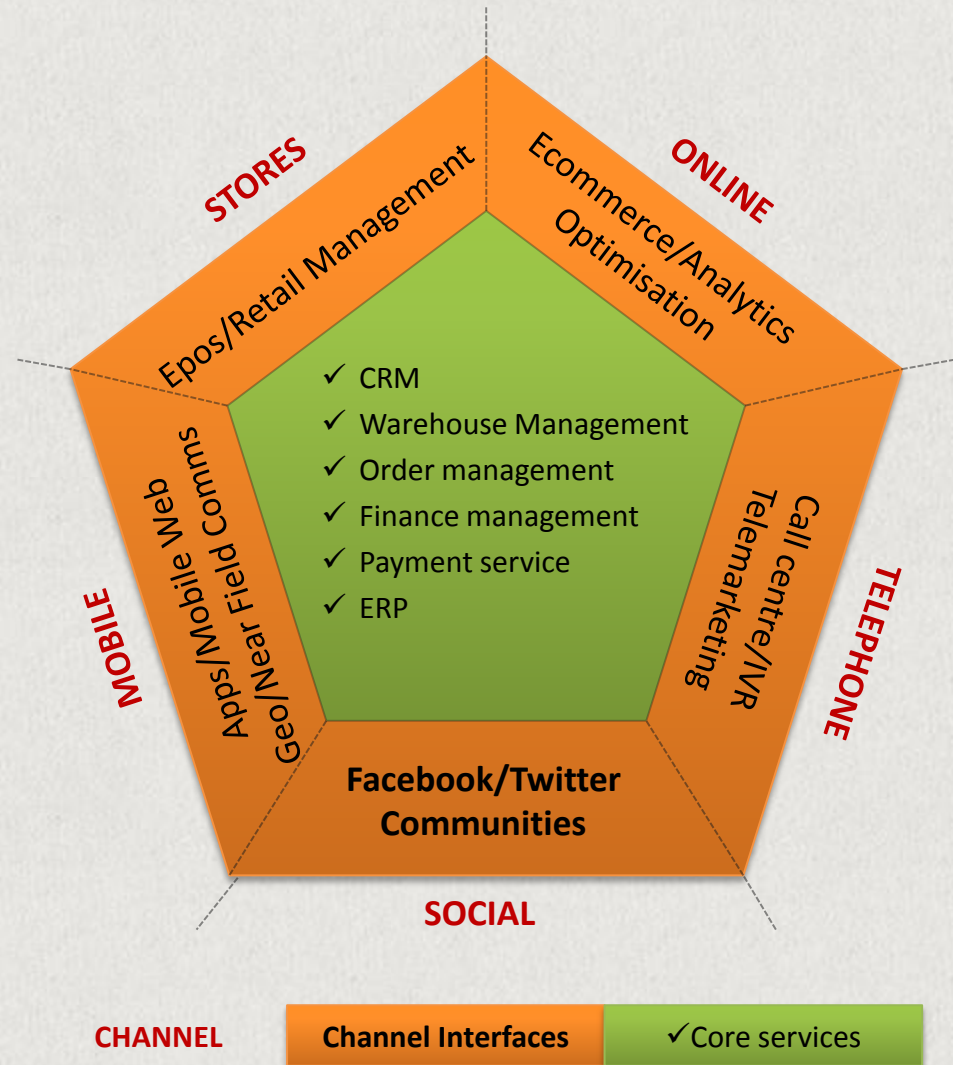


- ✓ Potentially unlimited product selection
- ✓ Ability to research products
- ✓ Ability to search based on constructed preferences
- ✓ Tracking of visitor behaviour
- ✓ Ability to instantly test marketing strategies

- ✓ Immediate transaction
- ✓ Experience product, service or brand
- ✓ One to one engagement with staff
- ✓ Instant fulfilment of order
- ✓ Access to “expert” instore advice

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Centralised and integrated information systems drive the customer experience



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THE SIX CHALLENGES

1

Vision, goals and ideas

2

Technology

3

Customer journey

4

Recruitment

5

Pace and timing of change

6

Physical operations

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Thanks for reading!

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