

## 7 STEPS TO SUCCEED IN MULTIPLE CHANNEL RETAIL

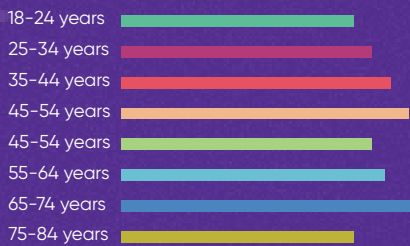
### STEP 1

Establish presence across channels to enable continuity of experience

*"Reaching consumers at all touchpoints, even the ones considered only for awareness once, are now a source of revenue."*

#### Continuity of Experience

Two-thirds (about 67%) of online shoppers made purchases involving multiple channels in the past six months.



### STEP 2

Create every app, digital tool, and shopping venue to serve as a fulfillment point for customers.

*"Fulfillment should be the ultimate goal, irrespective of where customers are shopping."*

#### Customer Fulfillment

In a study of 46,000 shoppers, 73% of them used multiple channels during their shopping journey to fulfill their retailing needs.



### STEP 3

Centralize and consolidate all your marketing and technical product information.

*"High quality, consolidated, and centralized data is pivotal to a unified shopping experience."*

#### Centralize & Consolidate

A multi-country survey found that 74% of businesses increased their sales with a multi-channel strategy.

#### INCREASE IN SALES



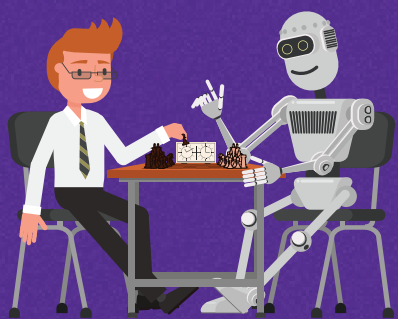
### STEP 4

Adopt all applicable cutting edge technology to cater to customers in real time.

*"Consumers aren't just shopping, but interacting in more locations than ever."*

#### Real Time Shopping

By 2020, customers will manage 85% of their relationship with an enterprise, without human interaction.



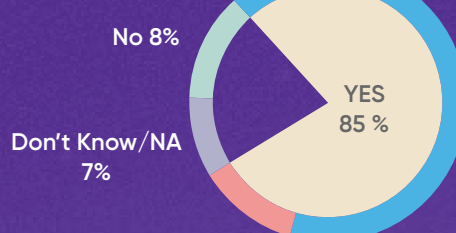
### STEP 5

Place special emphasis on customer interaction at every touch point.

*"More the engagement points, better will be the chances of making a sale."*

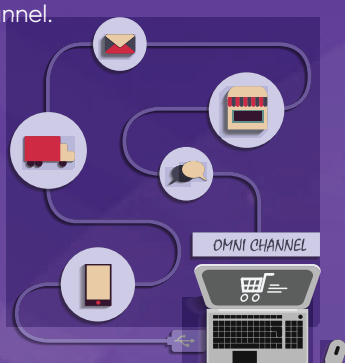
#### Emphasize on Interaction

Out of 300 organizations surveyed, 85% support multi-channel customer interactions.



#### Rich Digital Experiences

58% of customers get frustrated with inconsistent experiences from channel to channel.



### STEP 6

Put your customers first. Create rich digital experiences for all output channels simultaneously.

*"It is critical for a multi-channel strategy to continually monitor what your customers regard as a priority."*

### STEP 7

Develop long-term customer relationships through seamless consistency.

*"Every retailer longs for customer loyalty, what better way to achieve it than via multi-channel retail."*

#### Customer Relationships

Shoppers who buy on multiple channels have a 30% higher lifetime value than those who shop using only one channel.



#### Calculating Customer Life Value



#### ABOUT PIMCORE:

Founded in 2013, Pimcore GmbH is the true home of some of the brightest minds in product information management, digital asset management, content management and eCommerce. We offer PIM/MDM, DAM, CMS and eCommerce. We help enterprises work faster and more effectively by consolidating key applications, eliminating the need for complex integrations, raising the product quality and providing awesome ROI.

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