

# PIONEERING AN OMNICHANNEL FUTURE

Omnico is a world-leader in omnichannel retailing. It is the UK's biggest provider of EPoS solutions, with 250,000 installations worldwide

**W**eb, mobile, phone, catalogue, kiosk, face-to-face – it's multichannel and it's the way we shop today. For consumers, it's great – they can buy anything, anytime, anywhere. For the retailer, it's a massive headache.

With multichannel strategies developed piecemeal over time, retailers must grapple with silos of unconnected IT systems and discrete stock management processes for their various channels. They may even have different pricing structures for each route to market. The result is not only inflated costs thanks to the level of complexity involved, but the failure to deliver a seamless customer experience. That can cost sales, further eroding profits.

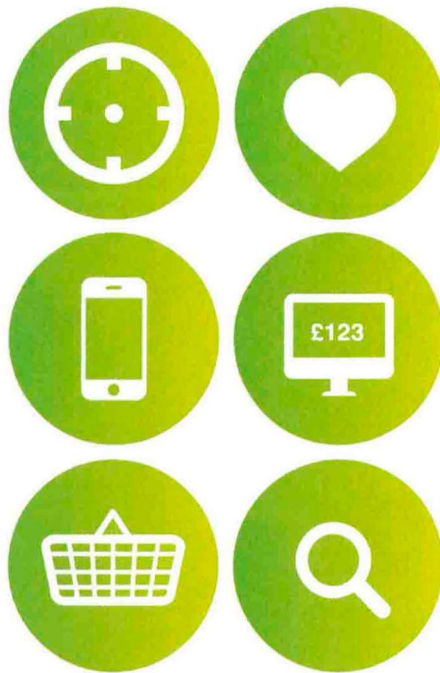
To make life more difficult, retailers' influence is being diluted as best-buy and price comparison sites, social media forums, promotions and loyalty schemes all play an increasingly important role in the shopper's final decision. Furthermore, the speed of change and the sheer cost of analysing a multichannel market mean it's harder than ever to develop successful marketing strategies.

## The challenge

Retailers need to win back influence over the shopper and drive more sales through all their channels or be eaten up by the pure-play ecommerce providers such as Amazon and eBay. But the traditional, fragmented approach to multichannel retailing is too costly, too complex and has failed to deliver the required return on investment.

The answer is a holistic view, an omnichannel strategy where a single basket works behind all the channels for the consumer and powers a single product and pricing engine that can promote a single harmonised offer across all channels – a seamless experience.

The problem is that to get a single view, retailers only really have two options: to get their legacy systems to talk to each other or rip out and replace the whole infrastructure.



Omnico provides a holistic omnichannel solution

## Virtuous circle

Omnico's solution gets legacy systems to talk to each other. And not only does it power impressive uplifts in sales while maintaining margins, the software allows the retailer to track the habits of the shopper and tailor a service to them, improving the customer experience and creating a virtuous circle. The more the retailer learns, the better the service; the more the consumer shops, the more the retailer learns; the better the service, the more they shop.

## Get mobile

Mobile computing and smartphones are key. Mobile is proving an important channel to market and offers a cheap and effective way to engage with the shopper, while tablets for sales assistants move them from behind checkout desks onto the shop floor, increasing the opportunities to upsell. With customer recognition technology, an assistant can also access customer data and tailor the service to the shopper's individual likes and needs.

## Know your customer

Actionable analytics are only going to become more important as the future of retail completes the move from mass market to markets of one. Success will depend on accurately targeting the shopper in a timely way and cultivating loyalty via promotions and reward schemes. Increasingly, the method of delivery will be mobile.

Omnico software can analyse the data generated by the shopper, allowing the promotion to be tailored to fit and pushed out at a key moment, maximising the chance of triggering an increased spend. Not only does the promotion lead to upsell, there is less waste, all at a reduced cost.

## Paperchase

Stationery retailer Paperchase has a two-till-per-store policy to maximise the product floor space. But in peak buying periods, queues can quickly form. Omnico's solution, installed in just six weeks, gave sales assistants mobile PoS on the shop floor. The devices are linked to the Paperchase IT system and can also collect customer data, helping assistants to link sales and upsell. Ian James, Paperchase chief information officer, says: "The solution is simplicity itself and very easy to use."

## Integrated solutions

Retail has never been more competitive and retailers cannot afford to ignore the potential for increasing sales through low-cost targeted promotions, single inventory views, and by offering a seamless customer experience. New, integrated IT systems demand huge levels of investment, but Omnico's solutions work with a retailer's existing systems to provide a single basket solution, a single view of the business and the customer, facilitating loyalty schemes and precision-targeted promotions that power impressive uplifts in sales while maintaining or even improving margins. What's more, it doesn't cost the earth.