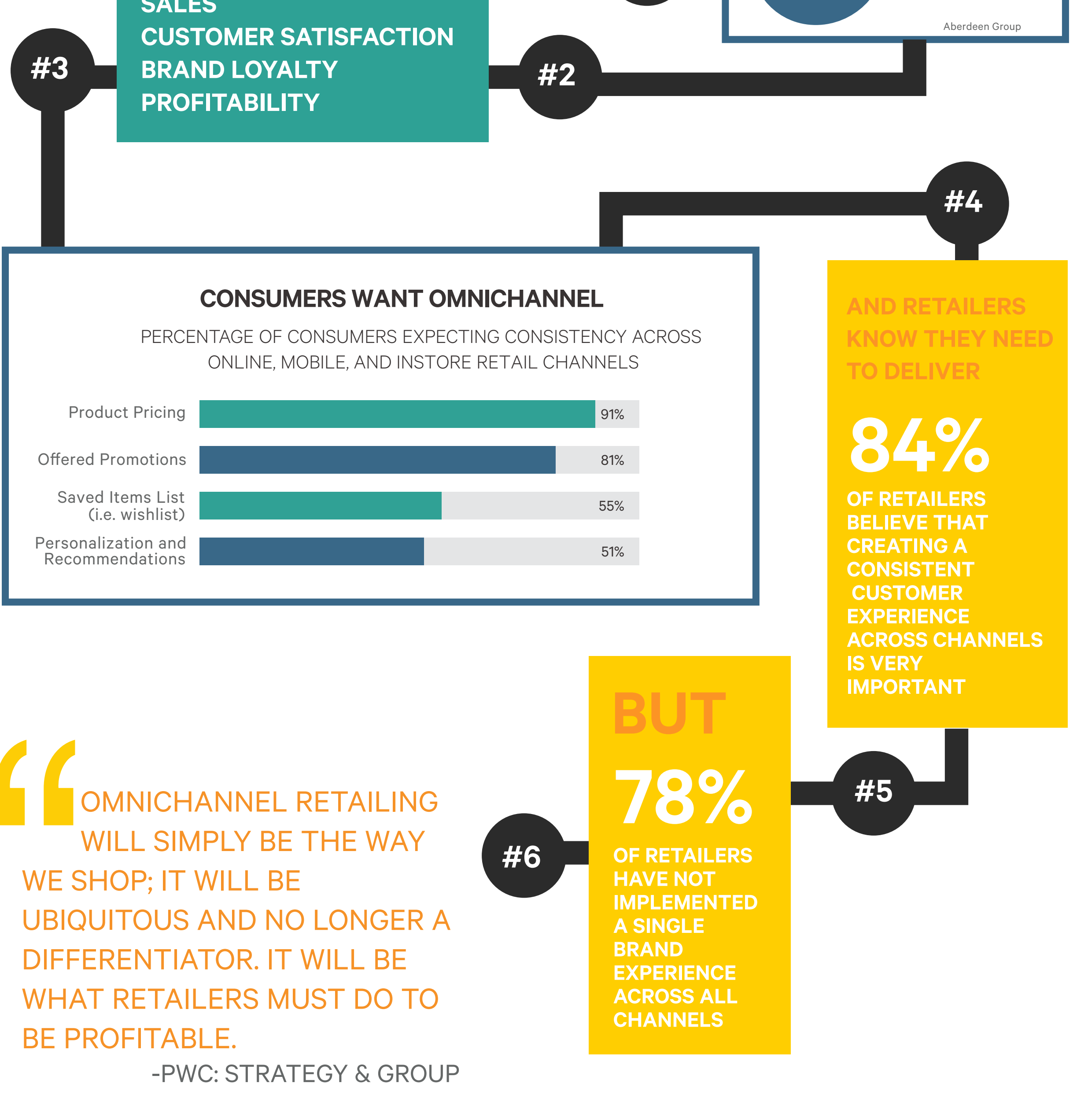


# BUILDING A BUSINESS CASE FOR OMNICHANNEL COMMERCE

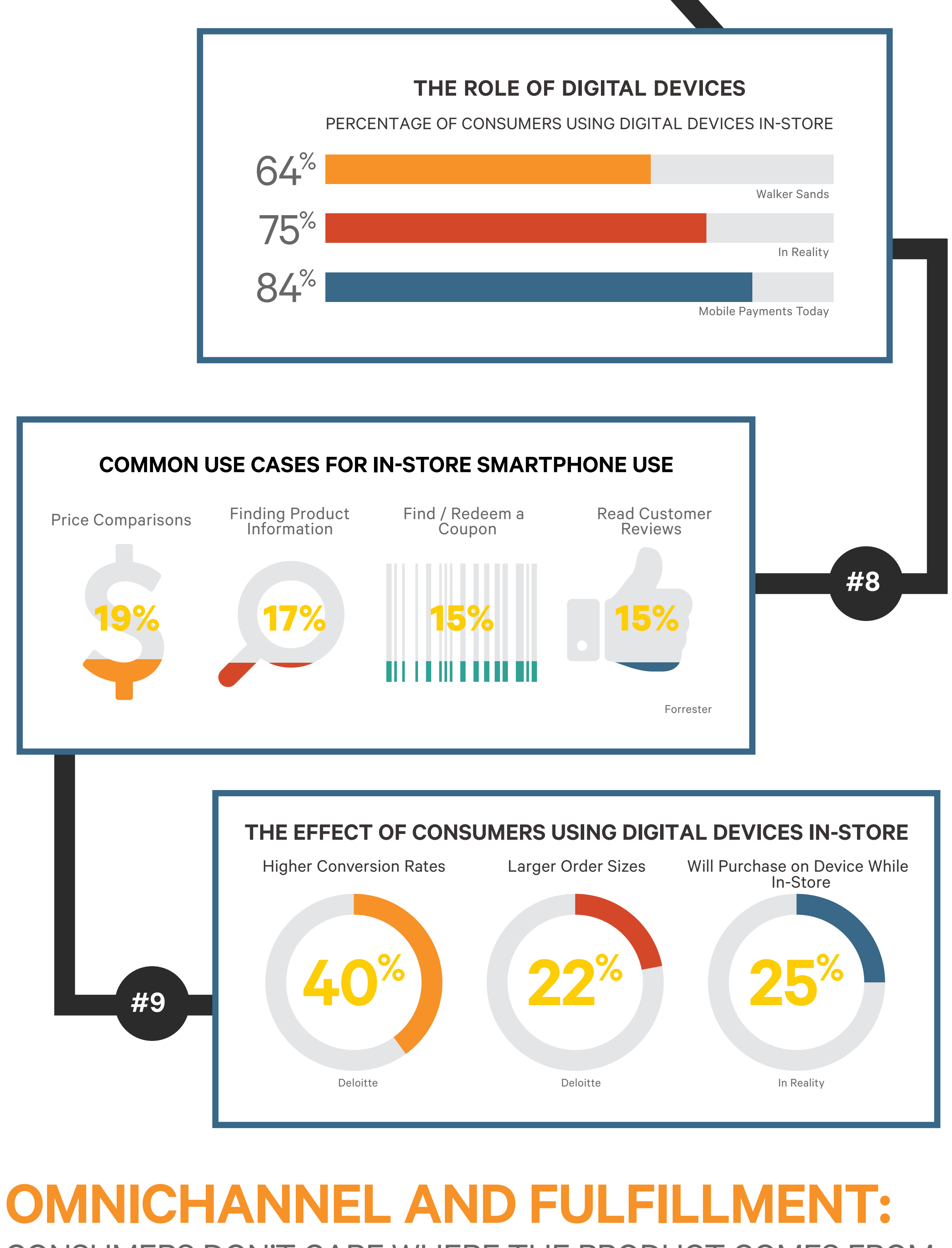
THE BENEFITS OF OMNICHANNEL RETAIL ARE CLEAR: INCREASED SALES, CUSTOMER SATISFACTION, BRAND LOYALTY, AND PROFITABILITY. WHY THEN DO SO MANY ORGANIZATIONS STILL STRUGGLE TO BUILD A BUSINESS CASE TO INVEST IN OMNICHANNEL COMMERCE? LEVERAGE THE DATA AND PROOF POINTS BELOW TO MAKE A CASE FOR OMNICHANNEL RETAIL IN YOUR ORGANIZATION.

## 25 REASONS WHY YOU SHOULD OMNICHANNEL



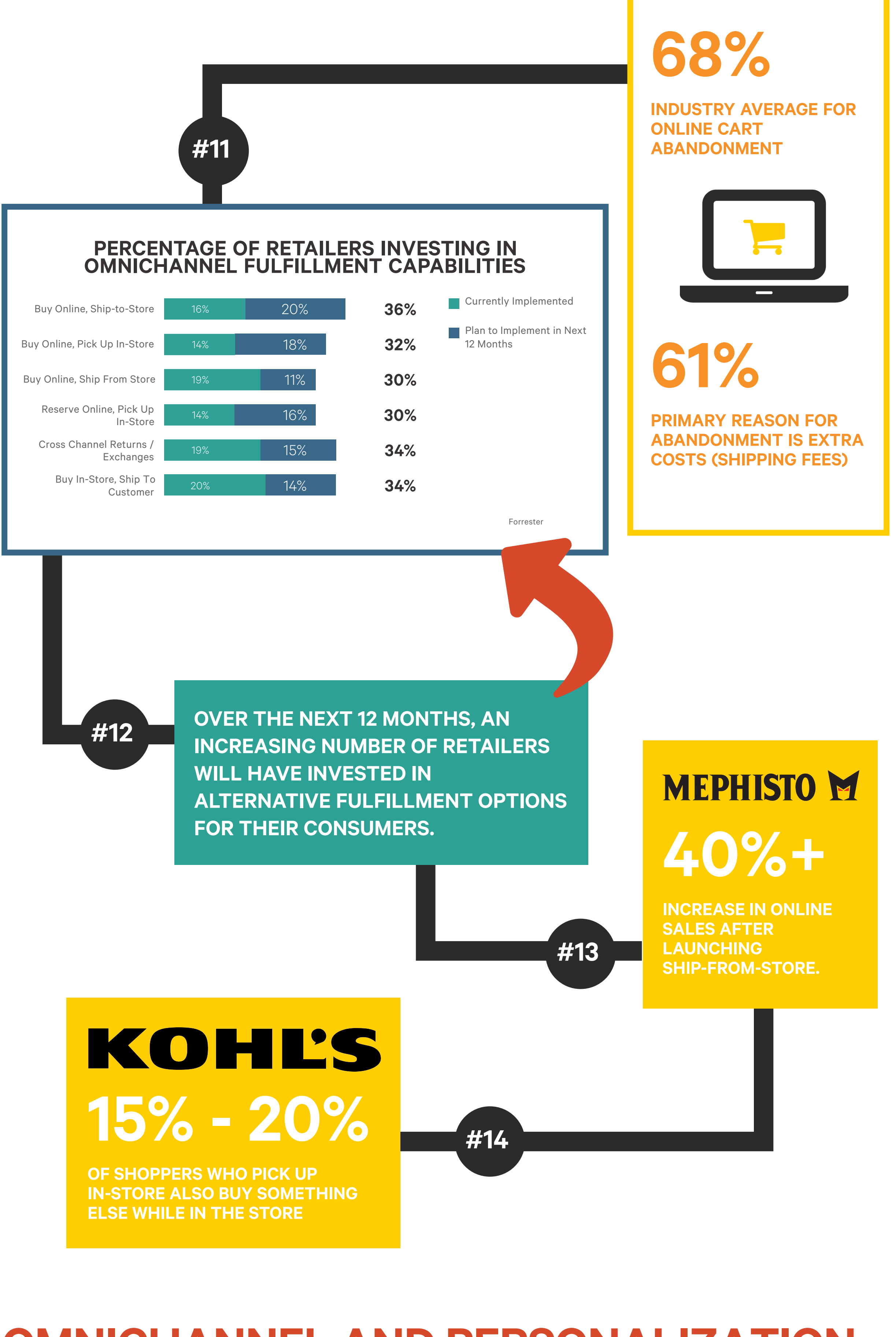
## OMNICHANNEL AND MOBILE:

BOTH IN-STORE AND ON THE GO, THE ROLE OF DIGITAL DEVICES IN THE SHOPPING PROCESS CANNOT BE UNDERSTATED. WHAT PART DOES MOBILE PLAY IN YOUR OMNICHANNEL STRATEGY?



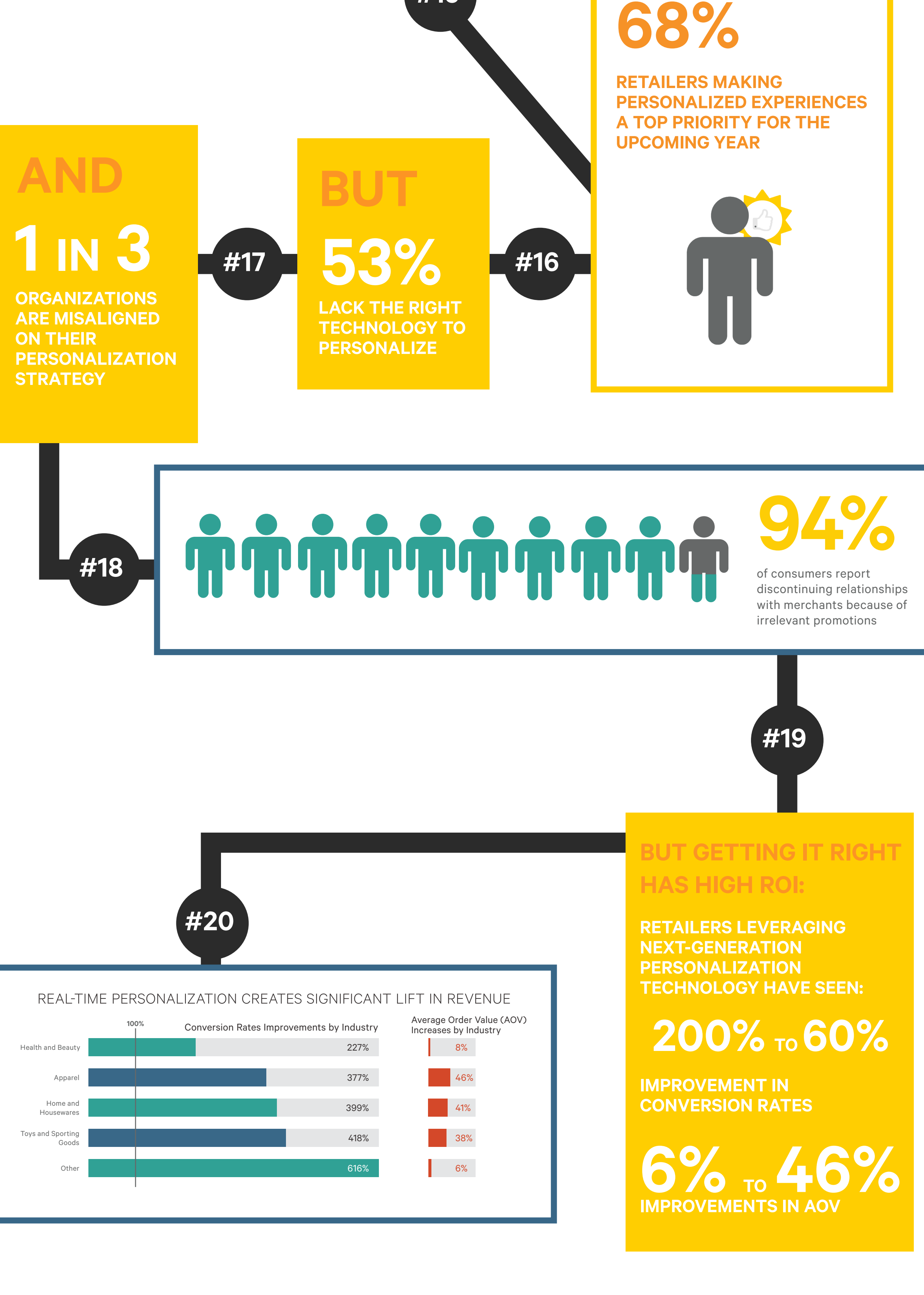
## OMNICHANNEL AND FULFILLMENT:

CONSUMERS DON'T CARE WHERE THE PRODUCT COMES FROM (STORE, WAREHOUSE, THIRD-PARTY, ETC.) AS LONG AS IT ARRIVES QUICKLY, CHEAPLY AND IN THE FULFILLMENT METHOD THEY PREFER.



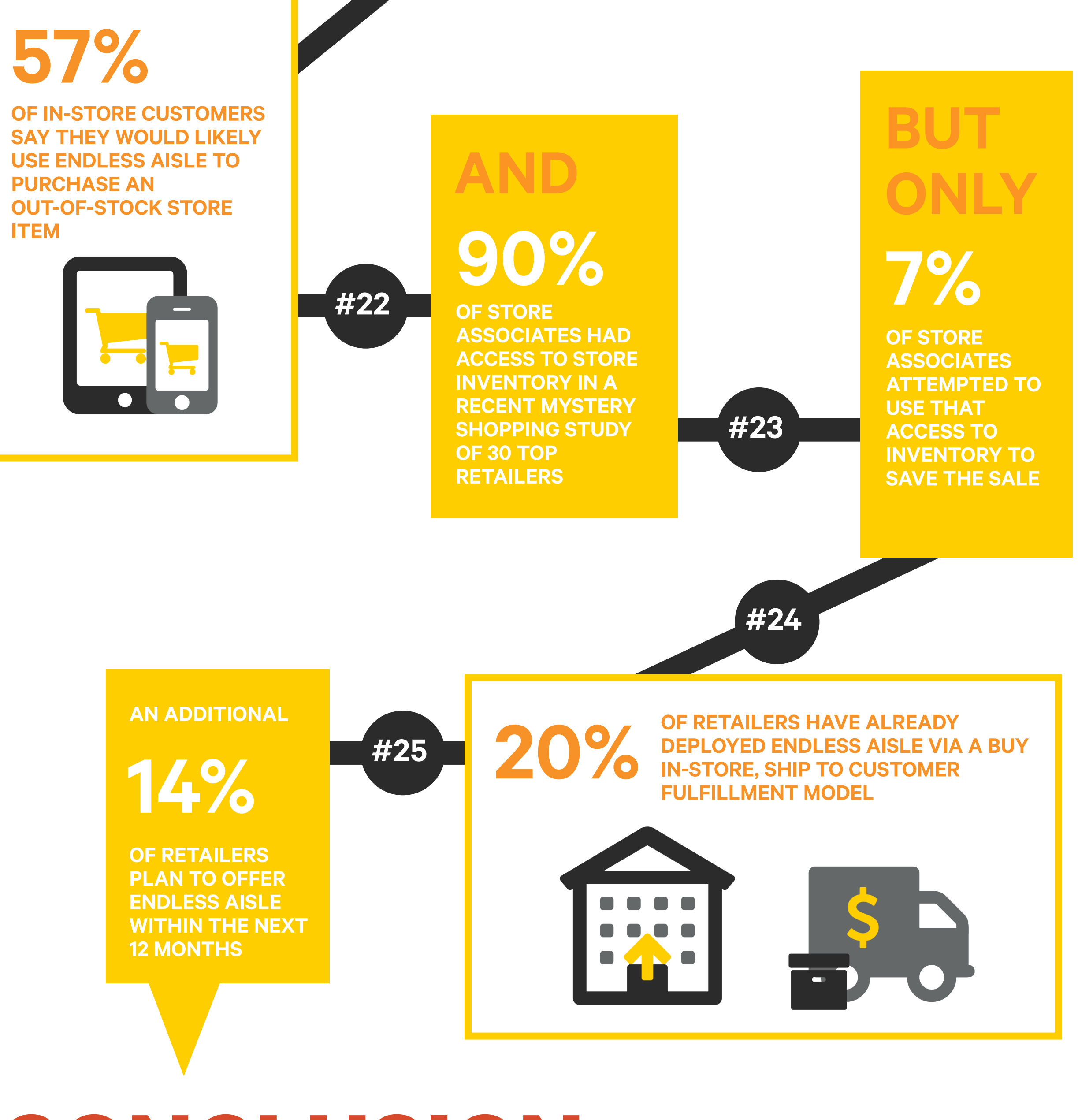
## OMNICHANNEL AND PERSONALIZATION:

FORGET PRODUCT RECOMMENDERS, BEST-IN-CLASS RETAILERS ARE IMPLEMENTING REAL-TIME INDIVIDUALIZATION ENGINES FOR PERSONALIZED SHOPPING EXPERIENCES THAT INCREASE BOTH BRAND LOYALTY AND AOV.



## OMNICHANNEL AND THE STORE:

TWO EASY WAYS TO LEVERAGE OMNICHANNEL RETAIL AND INVENTORY VISIBILITY IN THE STORE IS THROUGH SAVE THE SALE AND ENDLESS AISLE INITIATIVES.



## CONCLUSION

OMNICHANNEL RETAIL IS A STRATEGY, NOT A PROJECT, SO RETAILERS CAN'T JUST IMPLEMENT ONE OF THE MANY OMNICHANNEL OPTIONS AND EXPECT SUCCESS. BY STRATEGICALLY INVESTING IN CAPABILITIES ACROSS THE MAJOR AREAS OF OMNICHANNEL, RETAILERS WILL EMPOWER THEMSELVES TO CAPITALIZE ON THE CONSUMER BLENDING THE DIGITAL AND IN-STORE CHANNELS, INSTEAD OF FALLING VICTIM TO CUSTOMER ATTRITION AND LOST SALES. AS NEW OPPORTUNITIES EMERGE, RETAILERS MUST BE PROACTIVE BY DRIVING SEAMLESS, UNIFIED COMMERCE EXPERIENCES ACROSS THEIR DIGITAL (ONLINE AND MOBILE) AND IN-STORE CHANNELS.

SOURCES: RSR RESEARCH, ABERDEEN GROUP, DELOITTE, WALKER SANDS, IN REALITY, MOBILE PAYMENTS TODAY, MCKINSEY'S PERISCOPE, FORRESTER, EPISERVER, KIBO



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