EMAKINA ✕ **SUPPORTING YOUR BUSINESS**

Omnichannel experiences

— In this playbook Emakina shares a curated list of **omnichannel strategies** that will help you **among connections between different channels** within your e-business in a short period of time.

Intro

In this playbook we deep dive into the topic of omnichannel experiences and we propose various strategies that you could integrate with your different channels to link the experiences across them.

Among other playbook topics such as personalization and increasing average order value, enhancing omnichannel experiences stands out because of its unique way of approaching ecommerce.

Personalization is the pinnacle of user experience by tailoring the experience to the customers' needs. Increasing average order value results in pure profit from a retailers perspective. Omnichannel experiences however, is one of the strongest tools to compete with big, online companies. Having nearby stores to connect the online and physical experience has powerful benefits to both customers and the companies.

➜ **Store Location**

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Store Location

➔ Store locator in homepage header.
➔ Product detail page link to locator.
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➔ Filter by: product category/service.
➔ Store opening hours.
➔ Individual store photos.
➔ Save preferred store.
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➔ In-store services list.

Integrated Inventory

➔ Real time inventory on saved stores.
➔ Display closest physical stores.
➔ Delivery / Pickup switch at checkout.

Fulfillment

➔ BOPIS - Buy Online, Pick Up in Store
➔ BORIS - Buy Online, Return in Store
➔ Ship-to-store.
➔ Free shipping, with or without threshold.
➔ Two-day / Next-day / Same-day shipping.
➔ Estimated delivery date on product detail page.

Customer Service

➔ Contact info on homepage.
➔ Reserve & test.
➔ Shipping guide.
➔ Live chat.

Store Location

Store Location

Omnichannel experience strategies about linking the physical store and the digital channels. Different pieces of information and data to be placed and presented using different methods and placed in different locations. Store content seeks to drive customers to a brick-and-mortar location, for instance by mentioning a local store or a store event.

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➔ In-store services list.

Store Locator in Homepage Header

Opportunity description

➔ Placing a **Store Locator** section at the header in Homepage that would pinpoint all the stores nearby or ones in a specific area.
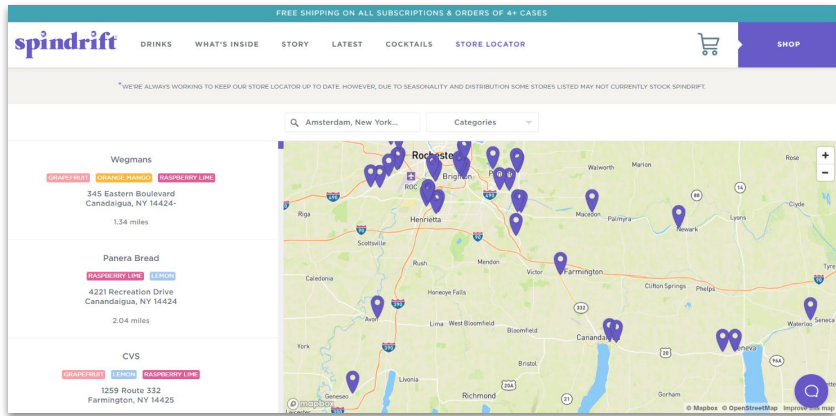
Why is this a great opportunity?

Letting customers know about the closest stores instantly and how to reach them to accomplish omnichannel experiences.
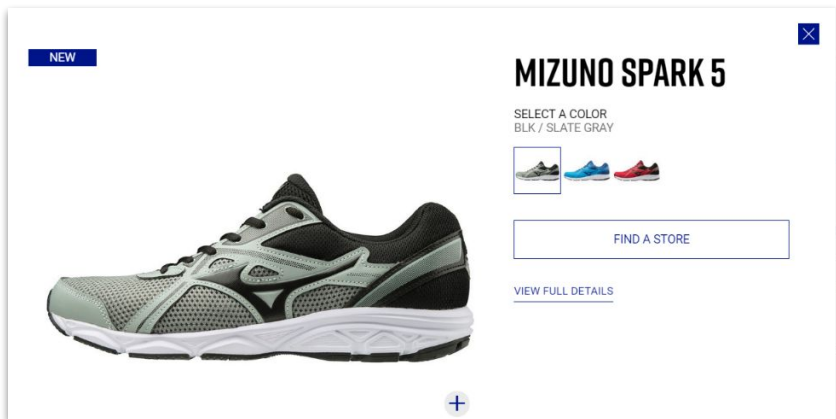
How to make this actionable?

1. Determine a mapping system
2. Implement all the shops on the map.
3. Decide if any filtering mechanism among the shops is required.
4. Determine required development efforts.
5. Create required designs and content slots.
6. Monitor and analyse results.

PDP Link to Locator

Opportunity description
➔ A button or a section at the PDP to lead the customers to the shop locator.

Why is this a great opportunity?
Strengthening the connection between the digital shop and the physical one. Giving customers the option to go for a traditional or a digital experience.
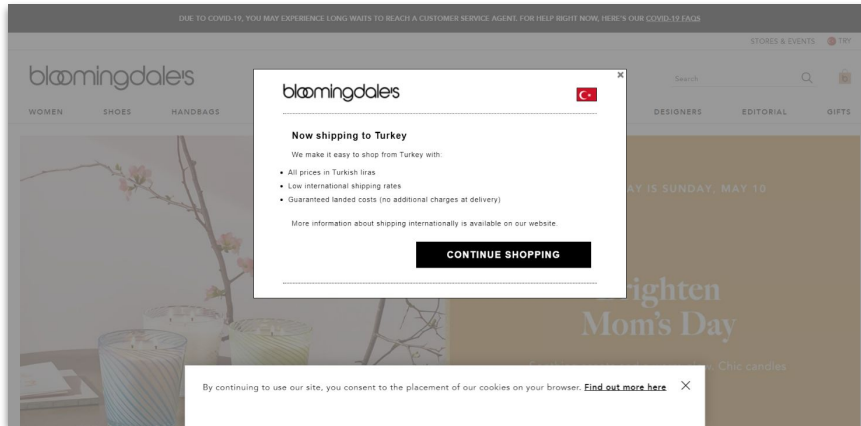
How to make this actionable?
1. Determine how to link the digital inventory with the shops.
2. Configure ruling / scenarios for find this item in a shop.
3. Set out the UX requirements.
4. Determine required development efforts.
5. Create required designs and content slots.
6. Monitor and analyse results.

Location Auto-detection/Geolocation

Opportunity description

➔ Geolocation is a technique used to find out the geographical location of the user using his IP address. Showing the related products and webshops.

Why is this a great opportunity?

Adapts the webpage according to the location that the customer is present at the moment. The language, location of the shops, even the content readjusts accordingly.
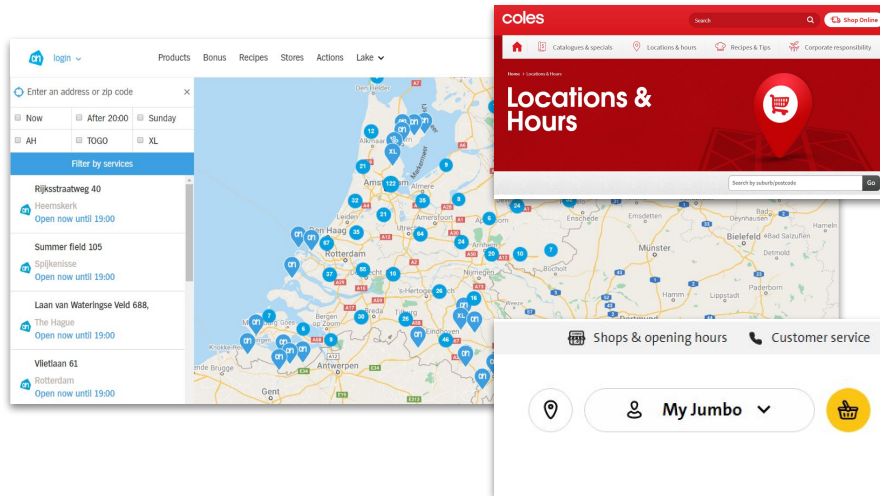
How to make this actionable?

1. Determine which digital services are offered for which countries.
2. Determine required development efforts.
3. Install an API on the system.
4. Create required designs and content slots.
5. Monitor and analyse results.

Store Opening Hours

Opportunity description

➔ Showing store opening and closing hours, also some other details about how and when can the customers reach the physical stores.

Why is this a great opportunity?

Stating clearly the information about the physical stores increases the connections between digital stores to physical ones.
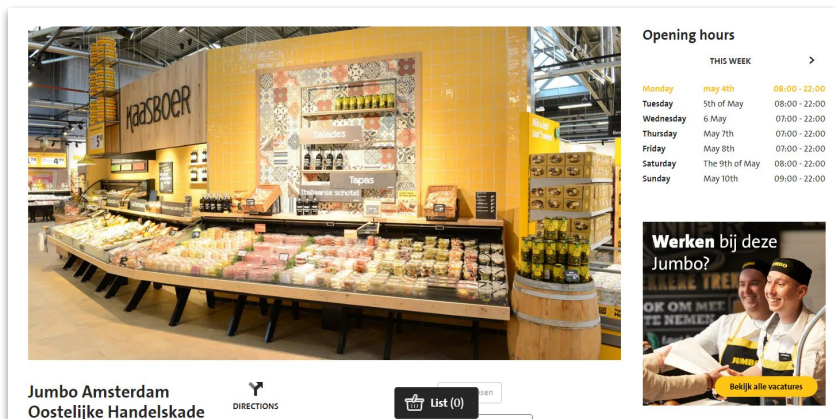
How to make this actionable?

1. Collect all store hours and days, if there are more than one and if some shops give a different service. (Express, 24/7)
2. Configure the data with the store locator.
3. Implement the store hours.

Individual Store Photos

Opportunity description

➔ After giving the opportunity to learn about the store, it is also important to show them how that specific store looks like, inside and also outside.

Why is this a great opportunity?

Connecting the customers between different channels not with just information but also with visual feedback.

How to make this actionable?

1. Set up a visual content slot for each store segment.
2. Take photographs of the stores, both indoor and outdoors.
3. Create required designs and place the pictures on each store's segment.

Save Preferred Store

Opportunity description

➔ Allowing customers to save their shop on the digital channels to use it in the future purchases or actions.

Why is this a great opportunity?

Removing the friction of selecting a physical store for actions that will take place in the future such as returning, showcasing, or picking up.

How to make this actionable?

1. Creating shop's segments with information and saving options.
2. Placing preferred/saved shops in the flows that requires physical channel interactions.
3. Determine required development efforts.
4. Create required designs and content slots.
5. Monitor and analyse results.
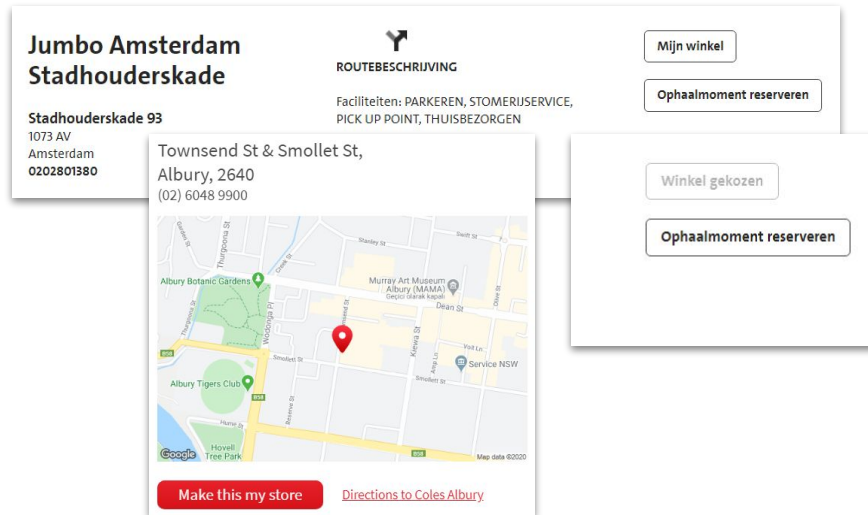
In-Store Services List

Opportunity description

➔ Explaining all the in-store services that customers can achieve by going there on the digital channels.
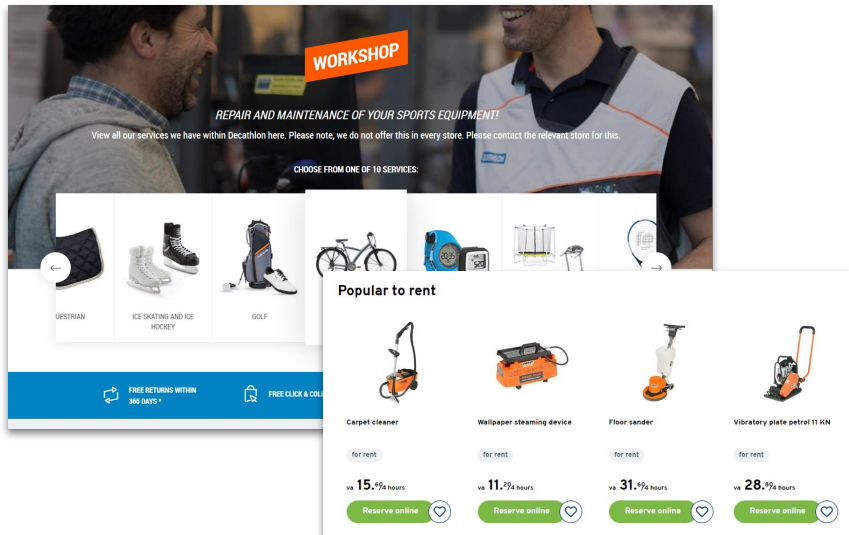
Why is this a great opportunity?

Creates opportunity for digital channel users to be aware of the services that happen outside the digital channels as well.

How to make this actionable?

1. Configure the in-store services.
2. Configure the relationship between the digital channels and the in-store service, e.g. does it require a sign up, or payment upfront.
3. Determine required development efforts.
4. Create required designs and content modules.
5. Monitor and analyse results.

Integrated Inventory
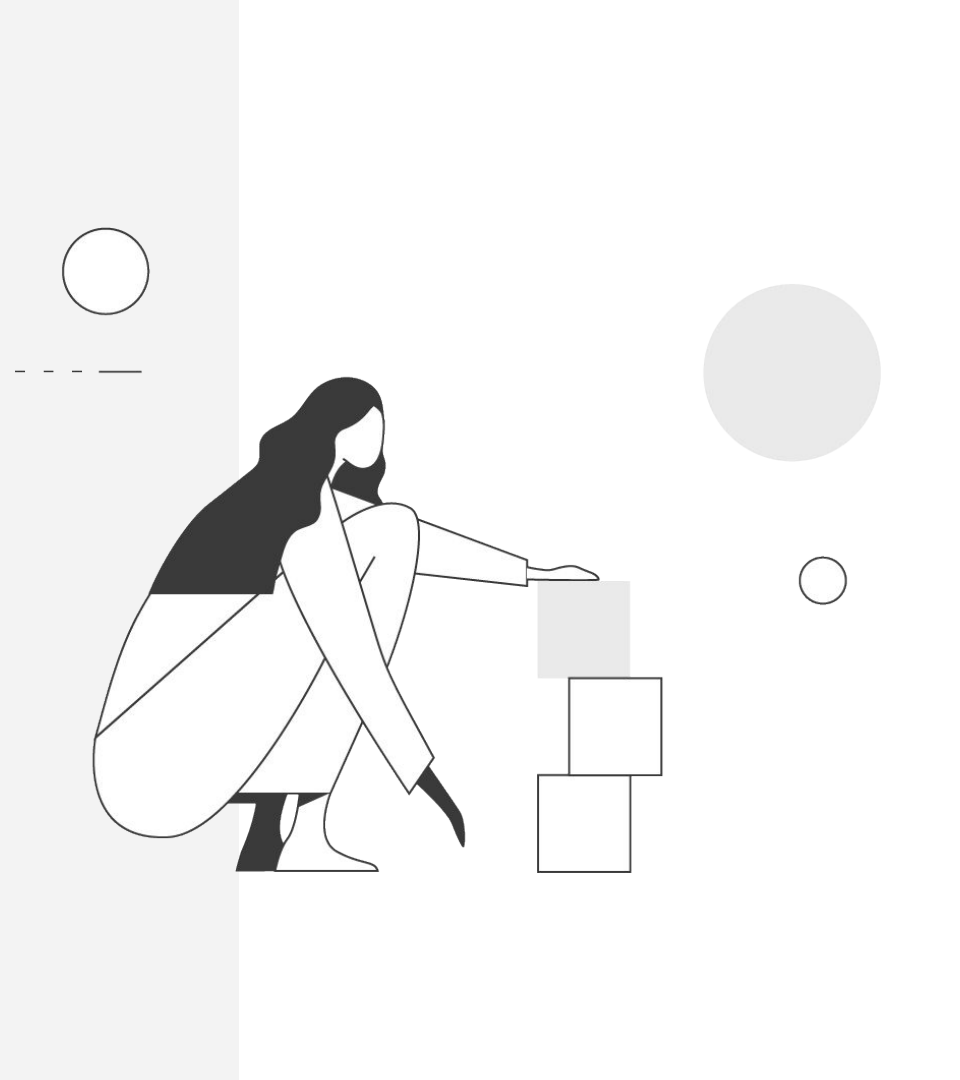
Integrated Inventory

Integrated inventory category aims to collect strategies about the inventory data that the stores have, either online or offline. Connection between these two channels informs the customers and leads interactions between them.

➔ Real time Inventory on saved stores.
➔ Display the closest physical stores.
➔ Delivery / Pickup switch at checkout.

Real Time Inventory on Saved Stores

Opportunity description

➔ Filtering products, on PLP or PDP, with whether they are available in customers preferred or saved stores. Real-time inventory filters.
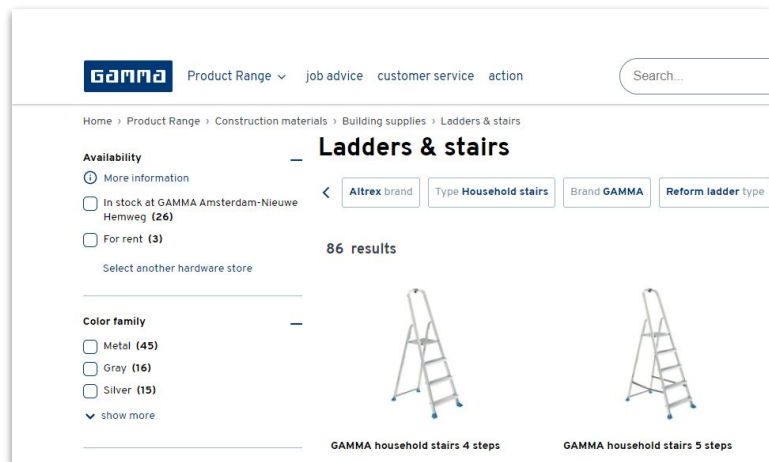
Why is this a great opportunity?

In order to put into practice the digital/physical connections, it is useful to show that, the product customer is browsing fits for that in-store service.

How to make this actionable?

1. Configure the stores and products that are available for this feature.
2. Ensuring stores are imported into the system.
3. Implementing preferred store selection.
4. Integrations to retrieve real-time inventory information from store.
5. Configure UX scenarios.
6. Determine required development efforts.
7. Create required designs and content slots.
8. Monitor and analyse results.

Display Closest Physical Stores

Opportunity description

➔ Product availability is important to customers. Displaying local store stock means direct availability instead of next day delivery. Products can even be selected on availability on the lister page.

Why is this a great opportunity?

Brick and mortar stores have a direct advantage over pure players. If products are available, you can pick them up right away.

How to make this actionable?

1. Configure the store locators
2. Implement stores on the digital channel.
3. Ask for permission to use the location of the customers.
4. Show the closest stores which have the available products.

Integrated Inventory

Fulfillment

Fulfillment

Fulfillment content encompasses a brand's capabilities to deliver products or support pickup in any manner.

➔ BOPIS - Buy Online, Pick Up in Store
➔ BORIS - Buy Online, Return in Store
➔ Ship-to-store.
➔ Free shipping, with or without threshold.
➔ Two-day / Next-day / Same-day shipping.
➔ Estimated delivery date on product detail page.

BOPIS - Buy Online Pickup in Store

Opportunity description

➔ Finishing the purchase online and picking up the product at the store.
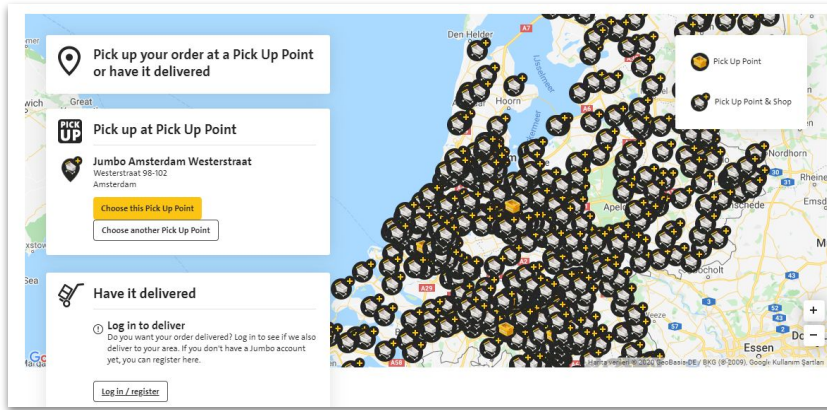
Why is this a great opportunity?

Widening the options for the customers who wish not to wait for the delivery or wishes to complete the purchase online.

How to make this actionable?

1. Determine if the store has the means for items to be picked up at the site.
2. Determine if the payment online can allow for picking up at the store.
3. Configure the user experience at the store for picking up.
4. Determine required development efforts
5. Create required designs.
6. Monitor and analyse results.

BORIS - Buy Online, Return in Store

Opportunity description

➔ Allowing customers to purchase their products online but in case of a return scenario, having the option to return it in one of the stores.

Why is this a great opportunity?

Returning might sound bad option, however for an omnichannel experience and customer satisfaction, for customers who do not want to struggle with delivery, returning it to a store eases up the process.
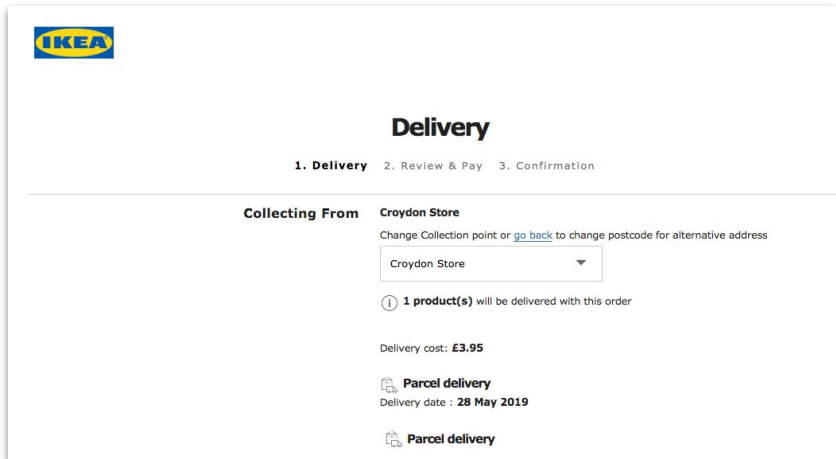
How to make this actionable?

1. Develop return policies regarding the online and in-store returns.
2. Configure in-store and digital assets for returning a product.
3. State the return options clearly on the digital channels.
4. Determine required development efforts.
5. Create required designs.
6. Monitor and analyse results.

Ship-to-Store

Opportunity description

➔ Having a purchased item to be purchased to a selected store then being picked up there.

Why is this a great opportunity?

If the company has more than one stores giving the customer to choose a delivery to one of their selection then picking up there is a good omnichannel opportunity.

How to make this actionable?

1. Select the stores that can have products delivered.
2. Implement this data in the digital channels
3. Configure the user experience at the store for picking up.
4. Determine required development efforts.
5. Create required designs.
6. Monitor and analyse results.

Free Shipping with Threshold

Opportunity description

➜ Offering free shipping after a threshold or without one.
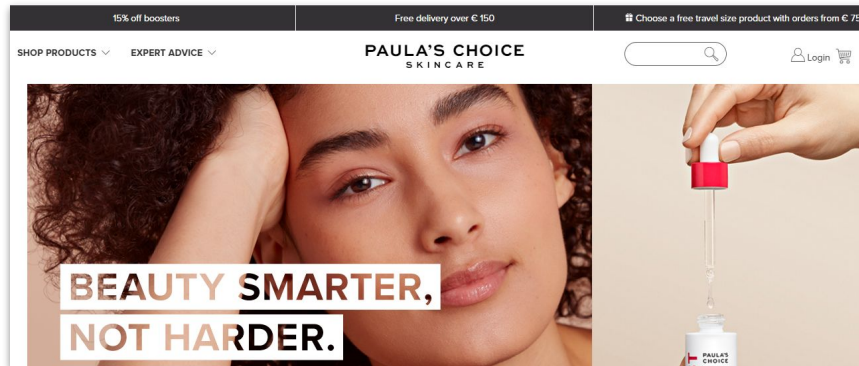
Why is this a great opportunity?

In order to avoid the shipping fee, customers could prefer to choose pickup in store options. On the other hand, for reaching a free shipping threshold, customers would be inclined to spend more on the digital channels.

How to make this actionable?

1. Create experiments to determine optimal minimum order amount.
2. Decide pages/locations to show promotions, e.g. in cart, pop after add to cart, etc.
3. Determine required development.
4. Create required designs and decide communication.
5. Monitor & analyse results.
6. Optimize based on experiment data.

Two/Next/Same Day Shipping

Opportunity description

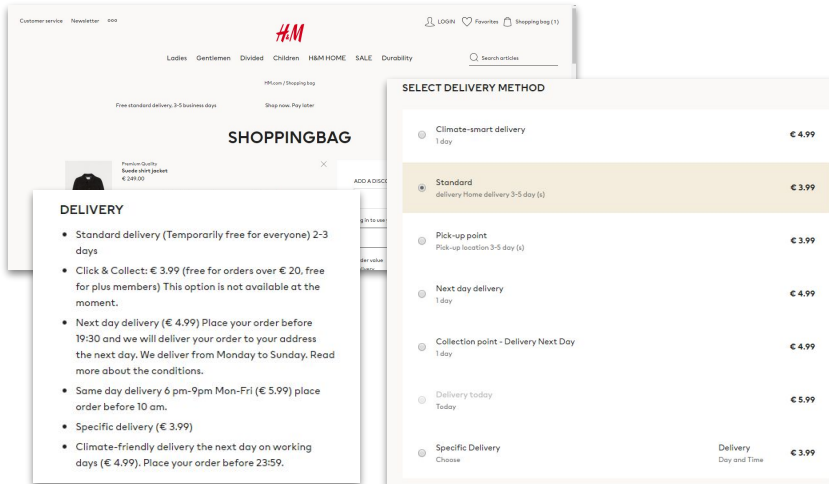➔ Placing a variety of delivery options including with or without extra fee.

Why is this a great opportunity?

The speed of the delivery might be the most important thing for the customers and the sector, offering different shipping options with small extra fees could increase digital revenues also choosing shipping time will have an impact on how many people will go to the stores actually.

How to make this actionable?

1. Determine if the logistics allows different shipment options.
2. Decide for which products can you offer this service.
3. Determine required development.
4. Create required designs and decide communication.
5. Monitor & analyse results.
6. Optimize based on experiment data.

Estimated Delivery Date on PDP

Opportunity description

➔ Placing an info module at the PDP that shows an estimated delivery time for the selected product

Why is this a great opportunity?

Giving customers an estimation about when their product could arrive to their homes or the stores affects their preference on having it delivered or to pick it up at the physical stores.

How to make this actionable?

1. Examine the delivery times in the past purchases.
2. Determine the shipping frequency with the warehouses.
3. Consult with the logistics.
4. Determine the development requirements.
5. Monitor and analyse the results.

Customer Service
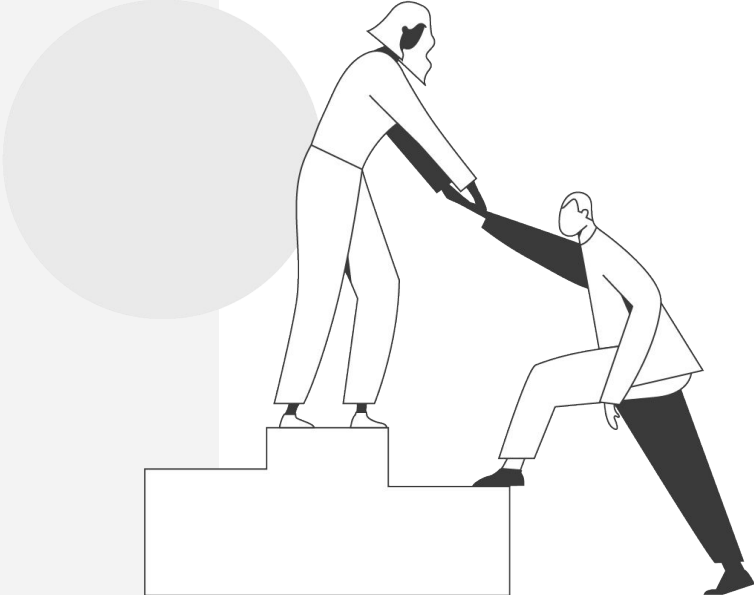
Customer Services in Stores

The services that the customers would have in stores, such as shopping assistants, customer service, testing a product and how they can take place within an omnichannel experience.

➜ Contact info on homepage.
➜ Reserve & Test
➜ Shipping guide.
➜ Live chat.

Shipping Guide

Opportunity description

➜ Having a shipping guide that explains how a product delivery works, also how to ship returned products.

Why is this a great opportunity?

It informs the customers about one of the main features for online shopping.

How to make this actionable?

1. Determine the shipping steps.
2. Contact with the delivery companies.
3. Design the user experience for both delivery and return.
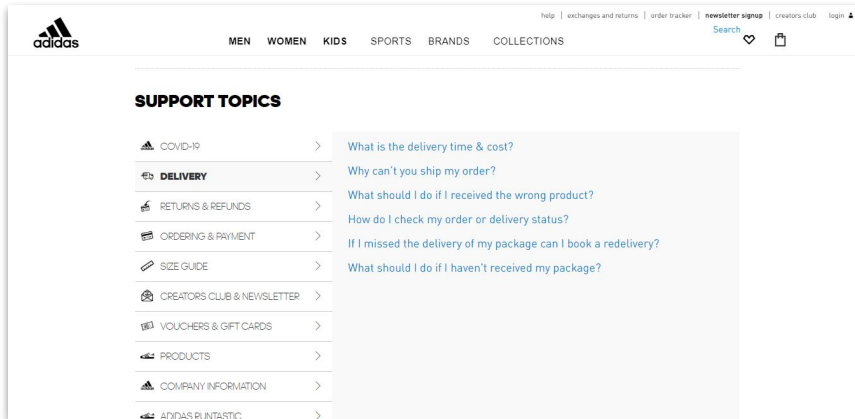4. Determine the development requirements.
5. Monitor and analyse the results.

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ADIDAS RUNTASTIC

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Why can't you ship my order?
What should I do if I received the wrong product?
How do I check my order or delivery status?
If I missed the delivery of my package can I book a redelivery?
What should I do if I haven't received my package?

Live Chat

Opportunity description

➜ Offering Live support on the online channels for customers who require assistance.
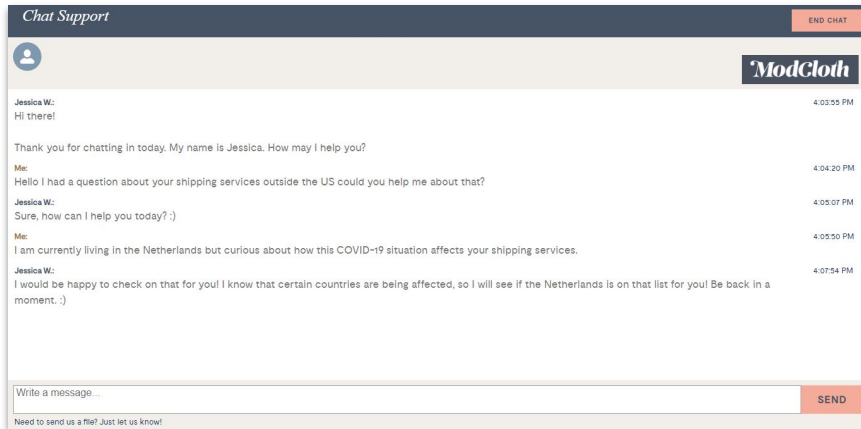
Why is this a great opportunity?

Not every customer can have the digital competency to find their way around online channels.

How to make this actionable?

1. Determine requirements for live support for your own system.
2. Provide live support staff.
3. Configure the connection between the online channel and the live support assistance.
4. Determine the development requirements.
5. Monitor and analyse the results.

Reserve & Test

Opportunity description

➜ Reserve a product including the option to test the product with the test facilities in store.

Why is this a great opportunity?

Guides the people to the store. Helping people make a decision by experiencing and testing the product that online-only stores can not offer. Huge advantage of existing brick & mortar stores.

How to make this actionable?

1. Determine the services and products that can be tested in stores.
2. Configure the user experience between digital and physical channels.
3. Design a Check & Reserve flow including a test option reservation.
4. Monitor and analyse the results.

EMAKINA

Even now - especially now - there are a lot of opportunities to be found. Some are simple improvements that should have been in place, others can be seen as low hanging fruit, but most opportunities need a change in the way you think about business as usual.

Whatever you'll start doing, **you will need to act fast,** and availability of people and plans is critical. We made our most experienced people available to help you achieve maximum results in this complex time.

This playbook is part of a growing series of publications especially created to help e-businesses get through Covid-19.

WE'RE HERE TO SUPPORT.
LET'S GET STARTED! CONTACT US.

EMAKINA@HOME
Your direct contact is **Jos Strijbosch**
+31 (0)6 10 64 73 74
or send him an email at j.strijbosch@emakina.nl

EMAKINA Office - Back there soon! :)
Danzigerkade 4, 1013 AP Amsterdam, Netherlands
www.emakina.nl