ORACLE
Retail

Omnichannel Capability Review

Omnichannel consumers are twice as profitable as single channel customers but with that comes added complexity and a heightened expectation for flawless execution. What is the cost of a bad customer experience? How much profit are retailers sacrificing with unoptimized omnichannel processes and what's the real impact on customer retention when things go wrong?

Oracle Retail's Omnichannel Capability Review is designed to serve as a starting point for retailers to review and assess the state of their omnichannel operations and identify opportunities for optimization through an engagement with the Oracle Retail Omnichannel team.

WHY CONSIDER AN OMNICHANNEL CAPABILITY REVIEW?

The opportunity cost associated with poor omnichannel business processes and design is not trivial, consumer behavior demands retailers adapt to change:

27%
will go to a competitor when a product is out of stock

24%
report a disjointed online and in-store experience de nes a bad shopping experience

21%
are compelled to purchase when a special o er or discount is present

WHAT TO EXPECT?

EXPERT GUIDANCE

An analysis of existing, high-priority omnichannel journeys, for example Buy Online Pick up In Store, is conducted by our omnichannel team, to include assessment of key criteria such as:

- Where inventory is sourced
- Store fulfillment processes
- Payment options
- Store collection options (via POS, via Warehouse/Stock System, base or custom function)

We then explore existing omnichannel journey performance, measurements and KPIs and establish an understanding of the omnichannel strategic vision and operating model to include:

- Planned/future omnichannel journeys and expected benefits
- Expected changes to measurement and KPIs
- Identification of pain points that prevent execution

TAILORED PROCESS

Process & Industry Perspective → Discovery → Solution Design → Value Realization
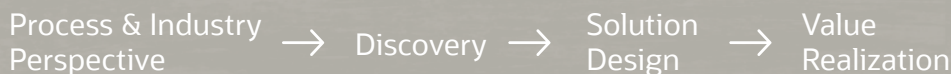
DELIVERABLES

Our process is designed to deliver meaningful, actionable results and presented in a tailored presentation that identifies gaps and areas for improvement.

- Initial view on direction and roadmap to achieve strategic goals
- High level TCO, benefit realization and value statement analysis

GETTING STARTED

Leverage Oracle's methods, tools, and extensive experience across diverse retail sectors and geographies. Working with Oracle Retail's Omnichannel team provides you access to experts who understand the complexities of omnichannel at a global scale.

Click here to request a complimentary omnichannel capability review today.

Integrated Cloud Applications & Platform Services