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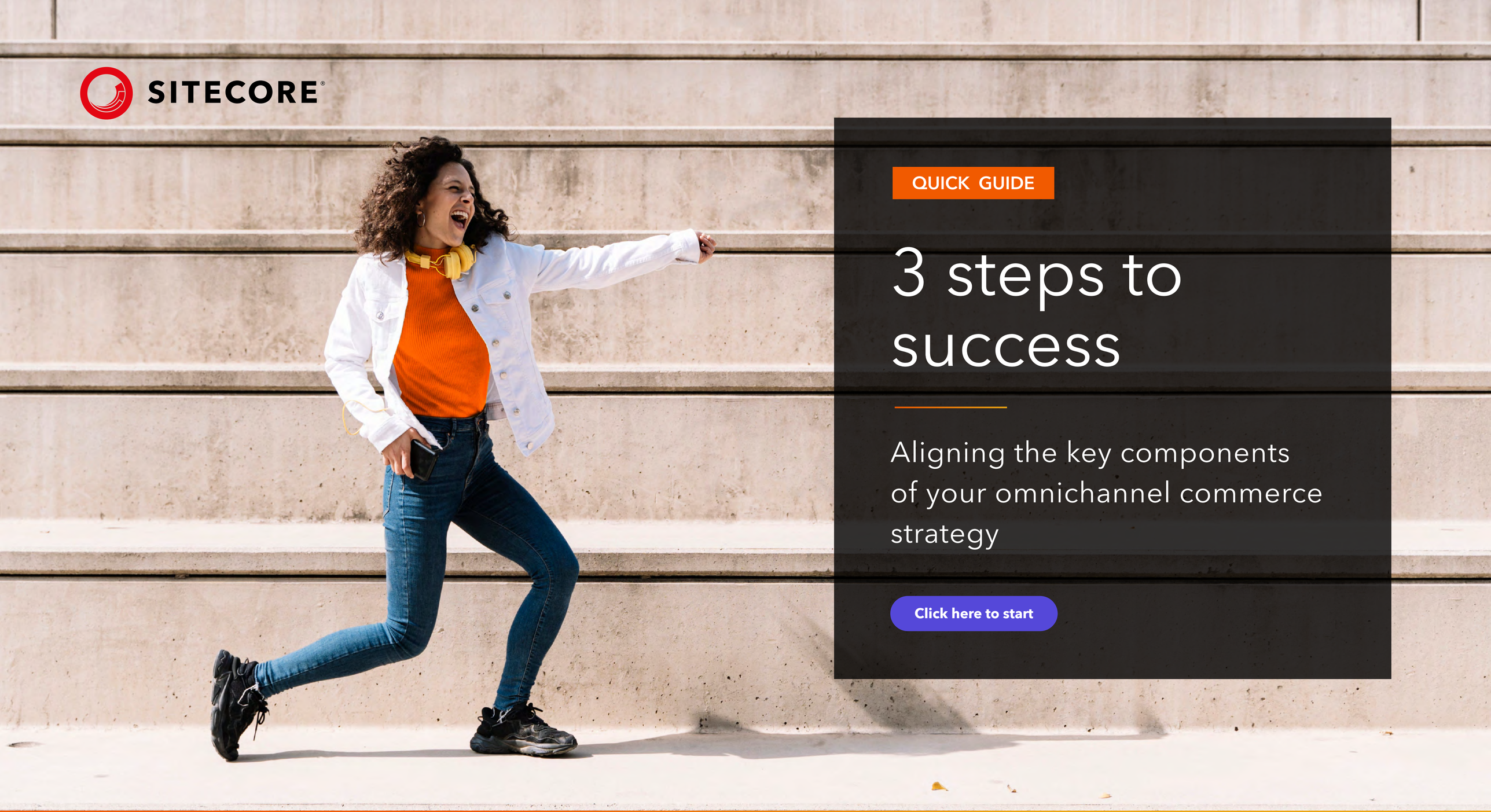

QUICK GUIDE

3 steps to success

Aligning the key components of your omnichannel commerce strategy

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The challenge with doing omnichannel successfully

There are 5 billion internet users worldwide.

58.4% of them buy something online every week, spending $3.85 trillion.

And 67% of purchases today are the result of a multi-device journey.

If your brand doesn't have an omnichannel commerce strategy, it's fair to say that you're leaving money on the table.

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What is an omnichannel strategy?

An omnichannel strategy is one that incorporates customer journeys that span all channels. It means that whether someone buys from your organization via social media or your website, the experience will be the same.

And that seamless experience allows you to have one conversation with your customers. One joined-up, relevant, consistent conversation means customers don't have to start over every time they switch touchpoints.

Because you have remembered their personal information, the items they're interested in, and their typical shopping habits. But executing an omnichannel strategy successfully isn't easy.

Money. On. The. Table.

How can you deliver a successful omnichannel commerce strategy?

A successful omnichannel commerce strategy is made up of three key components:

1. **Systems and data**
2. **Teams**
3. **Experiences**

Each of these must be aligned with your strategy to be successful.

You must enable people with the right tools to drive change, while automating as many non-value-added processes in a consistent methodology.

78% of brands say they don't provide a unified experience across channels.

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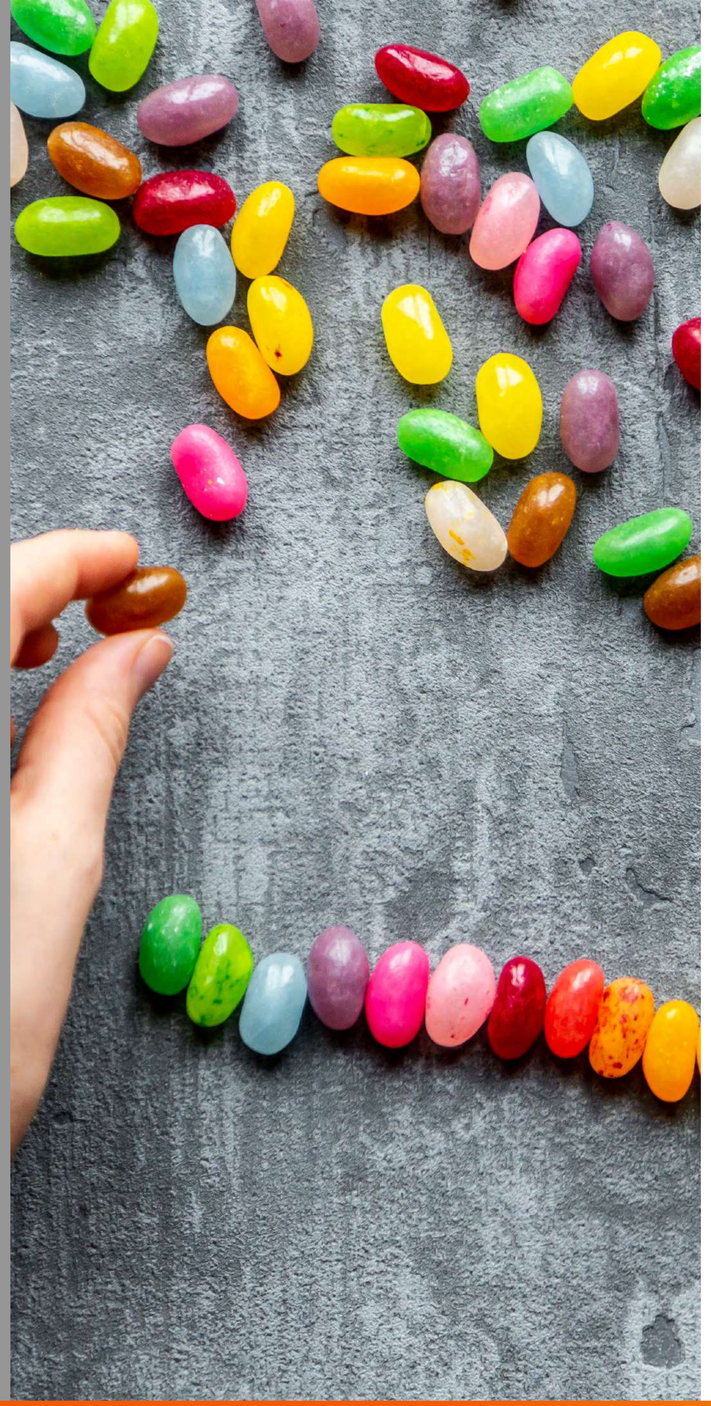

STEP 1

Align your systems and data

What

Aligning your systems and data with your strategy is all about integration. It is crucial that your systems can talk to each other to allow your data to be connected. It allows you to put your customer at the center of your strategy, by enabling you to deliver more personal and memorable shopping experiences, provide suitable options for customers, and adapt to shopping behaviors as they evolve.

When data isn't connected, it can lead to mistakes and, ultimately, to dissatisfied customers. For example, suppose all your sales channels don't have up-to-date inventory information. In that case, you could have customers making purchases you can't fulfil.

It's one thing being a bit disappointed that the product you want is out of stock. It's quite another when you purchase something only to be told later that it won't arrive, and instead, you'll receive a refund in 8-10 working days.

How

Being unable to connect systems and data is often down to legacy technology. It's inflexible, difficult to manage, and provides limited insights.

Sitecore recommends a composable approach to commerce instead.

Composable commerce is a development approach of selecting best-of-breed commerce components and combining or 'composing' them into a custom application built for specific business needs.

It achieves this through combining or composing Packaged Business Capabilities (PBCs). Each PBC is a feature or capability of the application and is typically a third-party software component. For example, a PBC could be a shopping cart and checkout, promotions, or a business user.

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Why

No single vendor offers the best functionality for your uniquely complex business and your customer base's ever-evolving needs and demands.

Moving to composable commerce eliminates your risk of buying basic out-of-the-box capabilities and gaining more control over the functionality and performance of your application.

Composable commerce is:

Modular: Each PBC can be deployed independently, eliminating risks associated with tight coupling of services and offering flexibility to swap modules out over time.

Open: Composable commerce encourages easy integrations and customization, built on open standards, integration patterns and extensibility models trade enable.

Flexible: Composable commerce delivers the flexibility and adaptability needed to extend to new customer types, channels, and markets.

Business-focused: All necessary tools and capabilities for both business buyers and development teams are available, offering complete control over the iteration and innovation process at a lower cost and risk.

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STEP 2

Align your teams

What

Different teams have different objectives and, of course, different ways of achieving those objectives. So, when your organization decides how time, money, and resource is spent, everyone has something different to say.

At the core, digital business professionals must develop adaptable teams to manage continuous, profound change. Forrester Research observes that "the high performing digital team must excel along the following four facets: 1) alignment; 2) operating speed; 3) resource provisioning, and 4) customer experience (CX).

When you align your teams and their objectives, you remove organizational silos and create cross-functional teams where everyone is working together towards the same goals.

How

Ultimately, every one of your teams are working to achieve success for your organization.

Composable commerce empowers stakeholders across the entire business to bring their priorities to the table:

- Marketing can focus on customer experience
- Operations can automate, automate, automate, and improve operational efficiencies
- Sales can improve relationships with customers
- IT can say "yes" to feature requires, retain talent with modern tech, innovate effectively
- C-suite can see ROI

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Why

The most important reason for having your teams aligned is to drive the right commerce metrics, not just the easy ones. To break away from your competition, your teams must complement each other, share the same goals, and work towards them together.

Many teams feel that one of the greatest barriers to success is internal data silos that exist at the management level. Specifically, how management wants to view performance typically by channel (mobile sales vs. in-store vs marketplace). But the reality is that a consumer views the media as complementary. Many will browse on their mobile phone but then purchase on a computer or in-store. And freely switch between them because it's convenient.

Savvy digital teams are using a new mindset. Instead of siloed teams that manage in-store sales vs. digital sales, they are measuring success the way their customers do: did they accomplish their task?

Only by aligning your teams and enabling them to operate from the same set of guiding principles and cross-touchpoint metrics, can you appropriately adapt and optimize the customer experience.

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STEP 3

Align your experiences

What

The experience your customers have with your brand should not only be excellent but be consistent across all channels. Inconsistent experiences can cause confusion, disappointment, and damage trust. And this can lead customers to turn to your competitors for services they can rely on.

How

Once your systems and data are aligned, you can gather valuable insights to help you make intelligent, data-driven decisions. With real-time information, you can boost engagement and maintain interest throughout the journey by showcasing what matters to each customer. And when the time is right, identify their purchase intent to provide the most relevant search results and product merchandising.

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Why

As Nordstrom CEO Erik Nordstrom once observed, "As retailers, we get asked a lot about our digital or physical sales – the reality is customers don't operate that way. I've never heard a customer use the word channel with me – those lines are completely blurred."

The lesson here is that digital commerce activities reflect how an organization thinks, and this impacts the customer journey. Do you view your commerce by channel? Or do you consider your commerce performance by the success of your 'customer's outcomes? By making the suitable investments and aligning around internal priorities, you can adequately connect multi-device, multi-touchpoint experiences, so it is easy to buy and successfully activate an "anywhere commerce" strategy.

This means you can have a presence anywhere and everywhere, including your owned channels, third-party marketplaces, and more. And, of course, higher performance on your critical KPIs and overall revenue are sure to follow.

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What to expect when you align omnichannel commerce strategy

If the last few years have taught us anything, it's that customers' wants and needs can change in an instant. An omnichannel commerce strategy allows you to quickly adapt and react to change and meet your customers wherever they are on their journey.

And when you provide a seamless shopping experience from the first touchpoint to the last, you can reap the benefits:

- Purchase frequency is 250% higher for omnichannel vs. single channel, and the average order value is 13% more per order on omnichannel vs. single channel track.
- Companies with strong robust omnichannel customer engagement retain, on average, 89% of their customers, compared to 33% for companies with weak omnichannel customer engagement.
- Omnichannel shoppers have a 30% higher lifetime value than those who shop using only one channel.

Want to know what Sitecore can do for you?

Talk to one of our experts to get information tailored to your business.

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Contact Us

Sitecore is a global leader of end-to-end digital experience software. Our SaaS-enabled, composable platform empowers brands to deliver unforgettable customer interactions. Experience more at sitecore.com.

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