



# BUILDING A SUCCESSFUL OMNICHANNEL STRATEGY FOR PHYSICAL STORES

Your physical stores need to work harder to remain relevant and exciting to a **new generation of omnichannel shoppers**.  
Want to know how? Just keep reading.

## THE OMNICHANNEL SHOPPING JOURNEY



## THE CONTINUING IMPORTANCE OF THE PHYSICAL STORE

**E-commerce sales grow stronger each year** and e-tailers are disrupting traditional retailers. But a **physical store network continues to be essential** to most retailers.

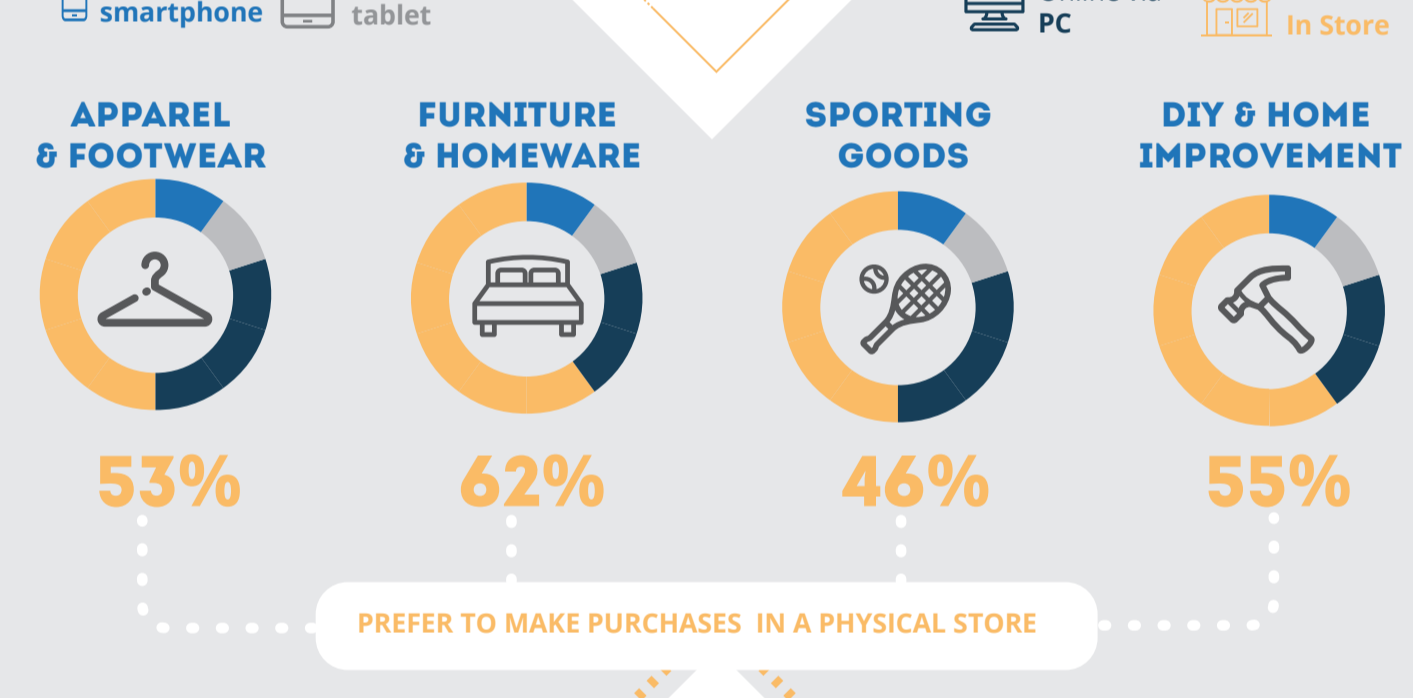
### WHY?



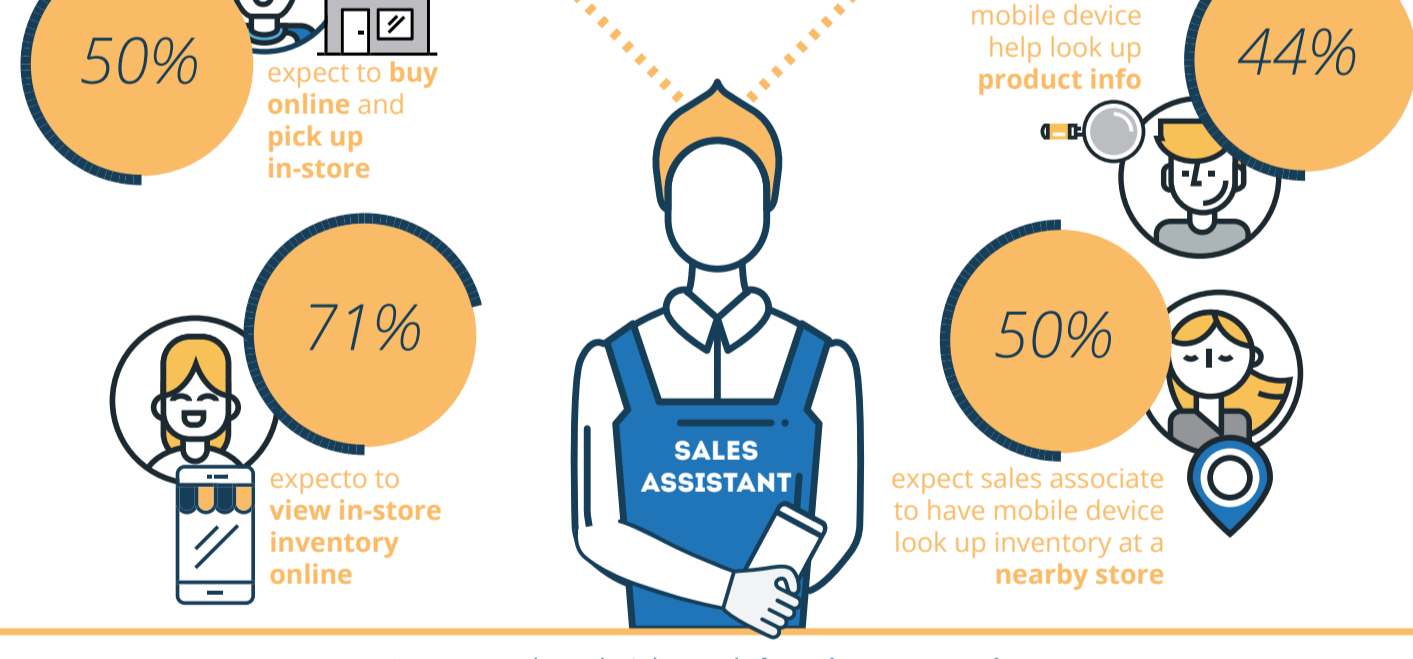
**52%** of buyers still prefer to make purchases in store

**AMAZON** recently opened its first bricks-and-mortar store and plans more

## WHO'S WINNING THE RACE TO OMNICHANNEL?



## OMNICHANNEL RAISES THE BAR FOR IN-STORE SERVICE



Consumers have heightened **shopping expectations** in the era of omnichannel

## THE CHANGED ROLE OF THE STORE

Physical stores are becoming **cross-channel hubs for omnichannel commerce**. That is a radical change that requires **bricks-and-mortar retailers** to rethink traditional strategies. They need to:

- Optimize store locations**  
Store locations need to be optimized to support new consumer shopping behaviors and promote a **more efficient supply chain and cross-channel operations**.
- Leverage store formats**  
Build a portfolio of store formats that **emphasizes different customer shopping stages**. Large flagship stores attract shoppers who want to research purchases. Smaller formats attract convenience shoppers and provide for efficient store fulfillment.
- Prepare for store fulfillment**  
In-store fulfillment represents a huge **opportunity for retailers** but also creates **important operational challenges**.
- Empower store staff**  
Your store staff are a key differentiator in an omnichannel world. They need to **provide superior customer service** and be **empowered with mobile technologies** to help in-store shoppers.

## WHAT IS HOLDING YOU BACK?



**Omnichannel is a unique opportunity** for bricks-and-mortar retailers to leverage the unique strengths of physical stores in customer service, brand building and fulfillment. **But to improve in these areas, retailers must adopt new technologies.**