

THE VALUE OF AN OMNICHANNEL CUSTOMER

Webinar will begin shortly!



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He has extensive experience with digital marketing from agencies and from his authorship of the omnichannel book: "MAKE IT ALL ABOUT ME"

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Practical information



Webinar in three parts

- Poll in the beginning
- Ask questions during
- Questions will be answered after each part



Reach out to me afterwards

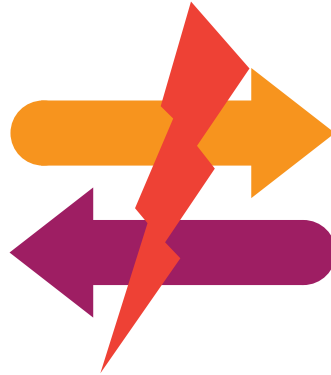
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What's the webinar about?

Common omnichannel issues

Stores

- Not signing up (enough) club members / permissions
- Not registering purchases for club members (data loss)
- Not taking advantage of the full online inventory
- Not endorsing use of the ecommerce site
- Annoyed receiving return items from eCom




Ecommerce / CRM

- Not directing customers to physical stores
- No “click’n’collect” available
- Not measuring the offline effect of digital marketing and CRM
- Not inviting customers to local events
- Using online promotions and vouchers only

But a recent HBR Study shows that...

- 73% use multiple channels while shopping (including browsing)
- Omnichannel customers are worth more than single channel shoppers
 - 4% higher order value in store – 10% higher online
- Broader engagement across channels means higher spend
 - 4+ channels → 9% higher order value in store
- Instore basket size is 13% larger after online browsing
- Omnichannel customers have 23% more repeat orders in a year



**“ CAN THAT REALLY
BE TRUE?
ALSO FOR YOUR
BUSINESS?**



3 Steps for getting the full value of the omnichannel customers

How can you uncover the value of an omnichannel customer in your business?

How can you make E-commerce and Retail work as one team?

Which communicative tactics can you launch to increase the amount of omnichannel customers?

Step 1

How can you uncover the value of an omnichannel customer in your business?

Poll #1

A close-up photograph of a person wearing a blue suit jacket and a white shirt, holding a smartphone with both hands. The person's fingers are visible, and the phone is held horizontally. The background is blurred, showing more of the person's clothing and a hint of a light-colored surface. The overall tone is professional and modern.

Get data on a customer level

The first priority of a loyalty scheme

Or just don't let
people in without
scanning their app...



SPORTMASTER's 'Omnichannel gameboard'

# trans ↓	Store	Omnichannel	Online
3+	# Revenue Profit Seniority NPS ...		<div>Fact based findings 45% more valuable than a single channel customer Highest NPS score 10% of our customer base Solid improvement the last year</div>
2			
1			
Total			

A more sophisticated view

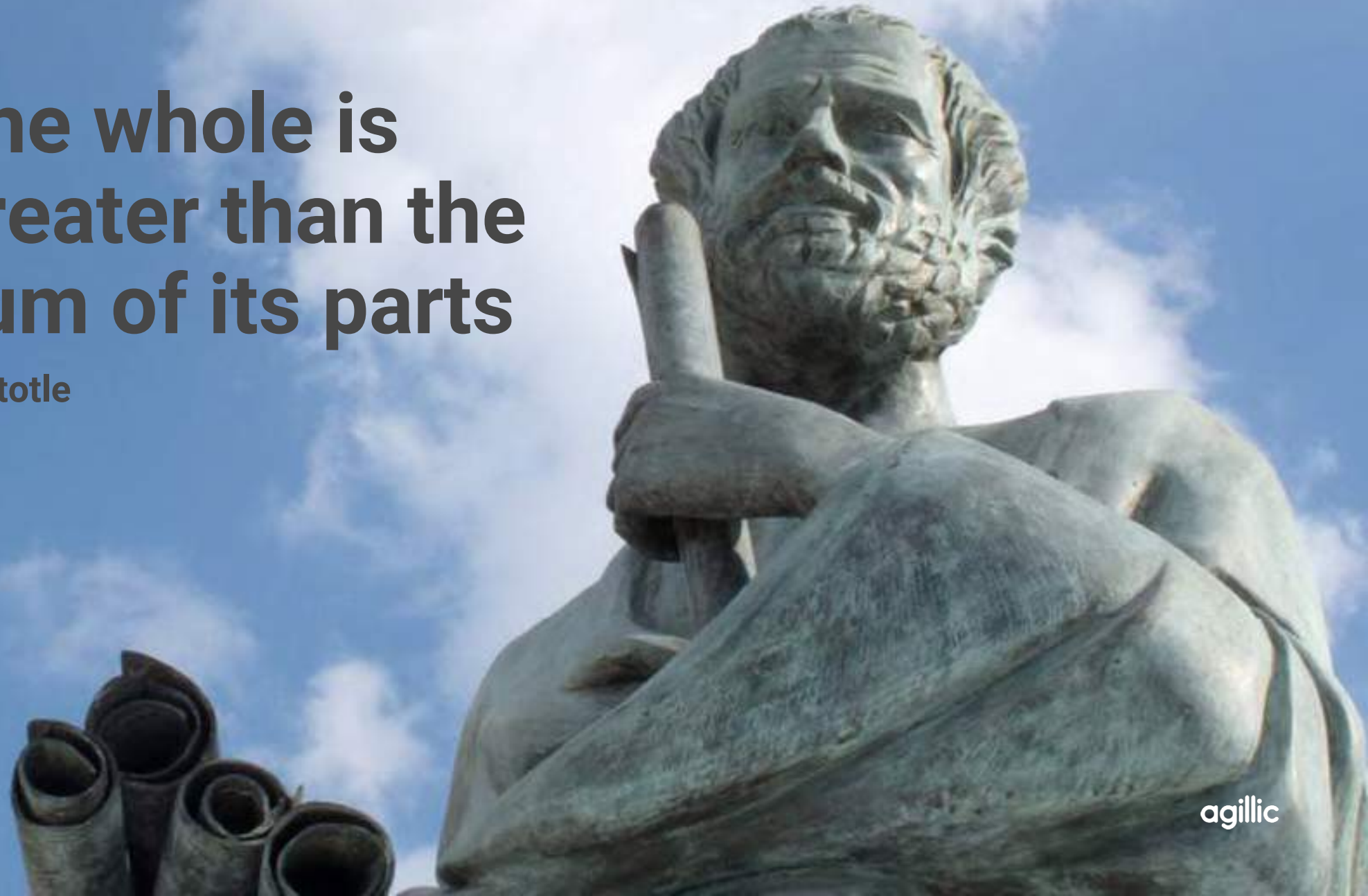
	Pure instore	Instore + online browsing	Instore + online browsing + email	Omnichannel commerce: Online, instore	True Omnichannel: Online, instore, email + other channels	Pure online + email + other channels	Pure online
3+							
2							
1							

“ There is no cannibalism



**“ The whole is
greater than the
sum of its parts**

Aristotle



Poll #2

Q&A

Step 2

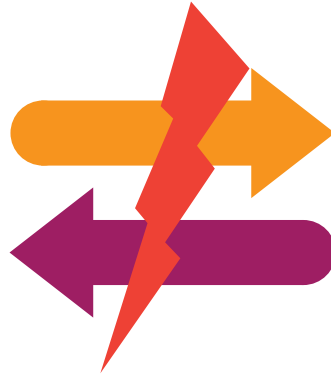
How can you make E-commerce
and Retail work as one team?

Poll #2

How can we overcome these issues?

Stores

- Not signing up (enough) club members / permissions
- Not registering purchases for club members (data loss)
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Ecommerce / CRM

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Define new omnichannel KPI's

# trans ↓	Store	Omnichannel	Online
	# Revenue Profit		
3+	Seniority NPS		
New customer centric KPIs Active members 2nd buy members Value members Omnichannel customers Total			
From volume to focus on value members => 1:1			

Fact based findings
45% more valuable than a single channel customer
Highest NPS score

10% of our customer base
Solid improvement the last year

Update the incentive programs

- Reward stores for collecting permissions /signing up members
- Attribute local online sales to stores
- Measure and reward CRM team for sales generated instore





Go on a mission

- Roadshow to the stores
- Explain the value of the omnichannel customer
- Explain new incentive structures
- Train people to use new tools

Invest in tech

- Deploy Marketing Technology for easily automating customer communication
- Build new dashboards for following new KPI's closely
- Build instore ecommerce – tablets and kiosks
- Develop and run ongoing training of all personnel



Q&A

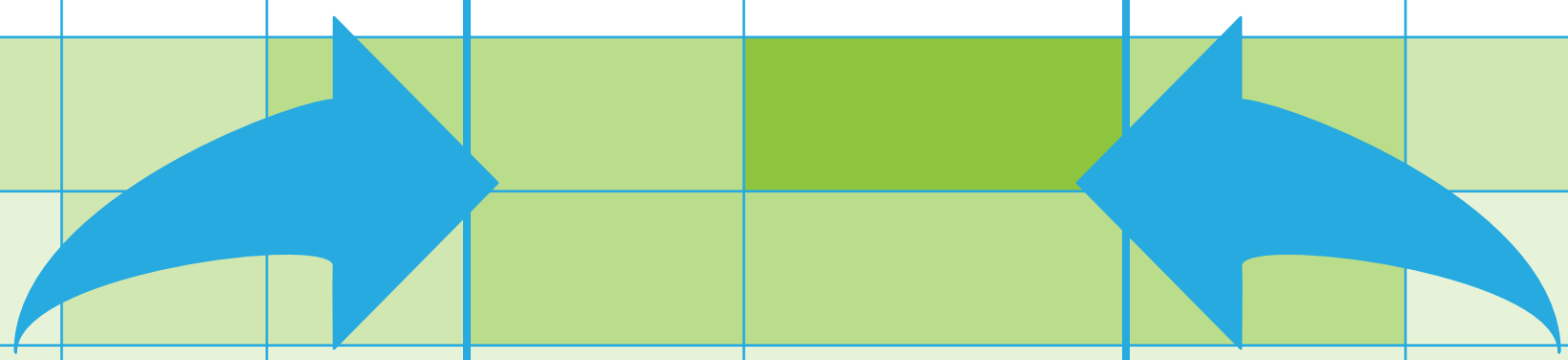
Step 3

Which communicative tactics can you launch to increase the amount of omnichannel customers?

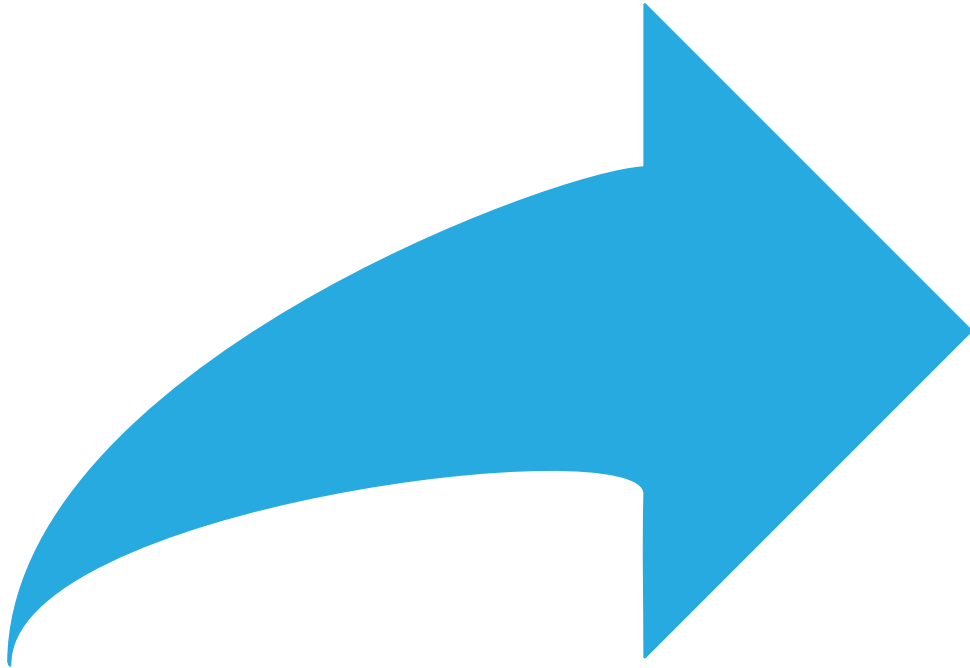
Poll #3

Stepping up the omnichannel game

	Pure instore	Instore + online browsing	Instore + online browsing + email	Omnichannel commerce: Online, instore	True Omnichannel: Online, instore, email + other channels	Pure online + email + other channels	Pure online
3+							
2							
1							



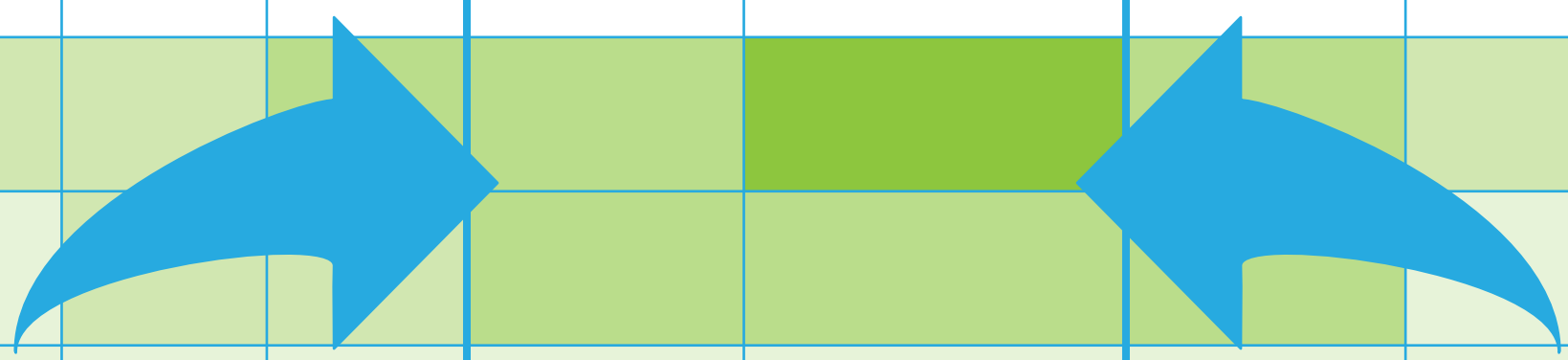
Instore to omnichannel



- Collect permissions in store
- Chase the 2nd purchase
 - Newsletter, Local events, winback
 - Personify digital communications
- Tell in store customers about your web shop and the benefits
- Shop online together with customers
 - Utilize the endless aisles and extended inventory
- Offer 2nd buy customers a voucher for online use

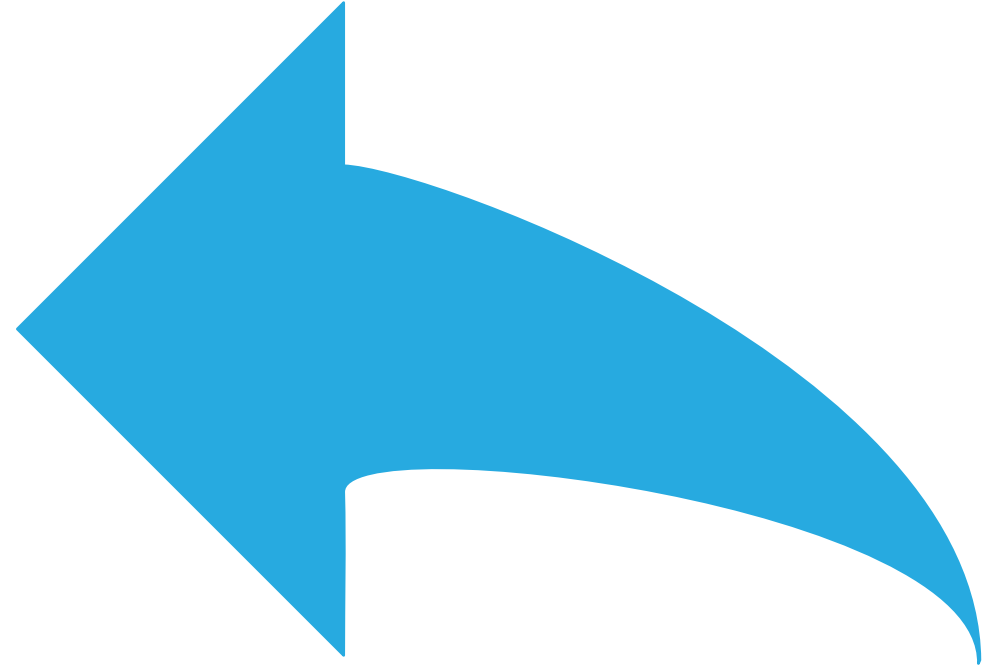
Stepping up the omnichannel game

	Pure instore	Instore + online browsing	Instore + online browsing + email	Omnichannel commerce: Online, instore	True Omnichannel: Online, instore, email + other channels	Pure online + email + other channels	Pure online
3+							
2							
1							



Online to omnichannel

- Collect permissions online
- Chase the 2nd purchase
 - Trigger based communications based on browsing behaviour and first purchase
 - Newsletter, winback
- Promote "click'n'collect" heavily
- Invite 2nd buy customers to events in local store





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Which communicative tactics can you launch to increase the amount of omnichannel customers?

Q&A



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