

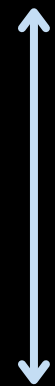
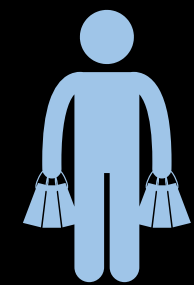
OMNICHANNEL

Retail Report

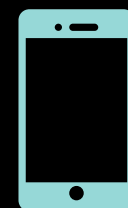
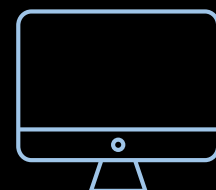
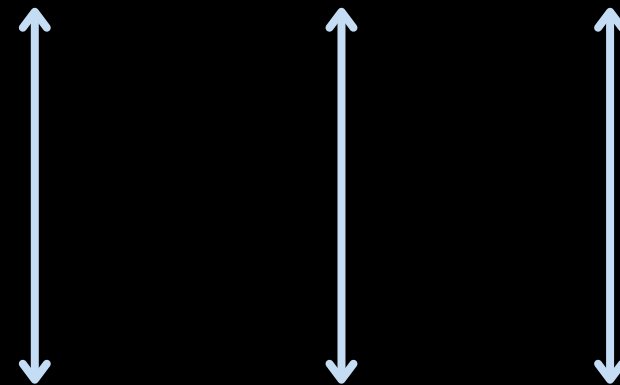
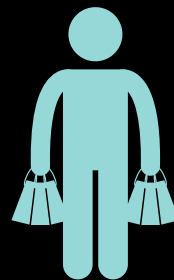
"Omnichannel is a term used in ecommerce and retail to describe a business strategy that aims to provide a seamless shopping experience across all channels, including in store, mobile, and online."

ORACLE

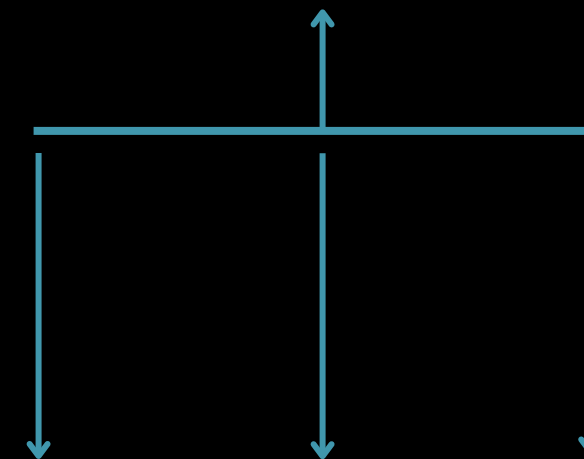
Single Channel



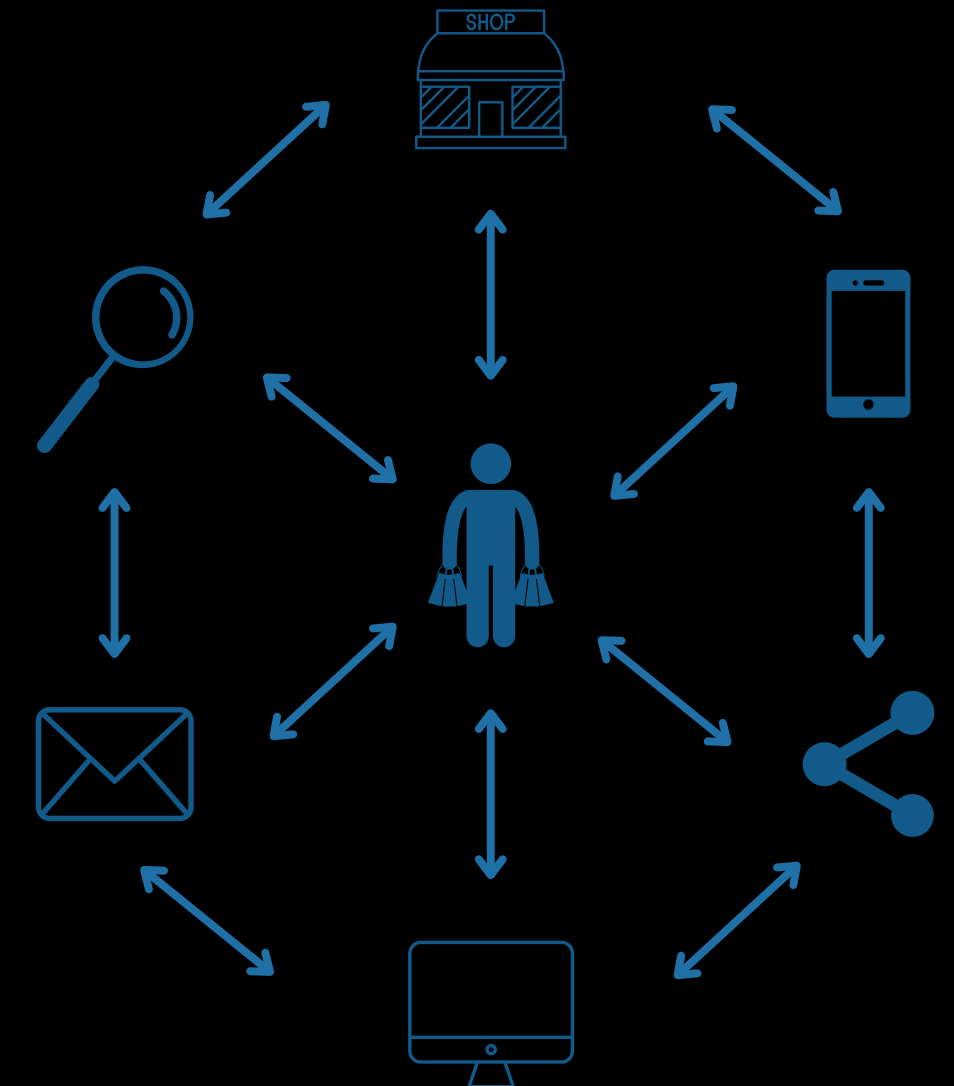
Multi Channel



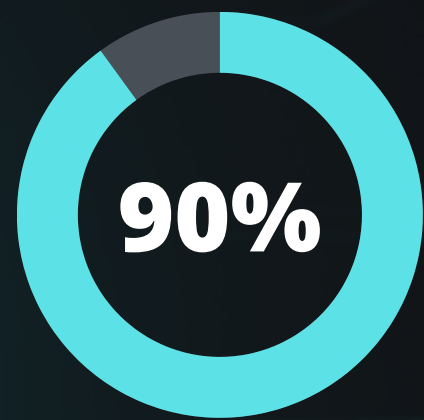
Cross Channel



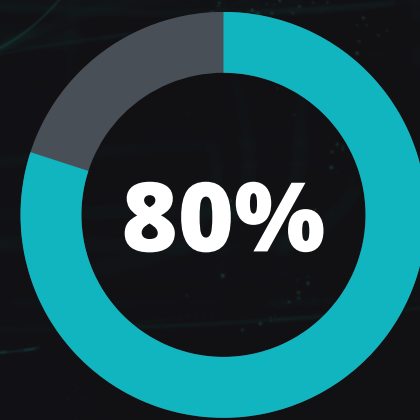
Omnichannel



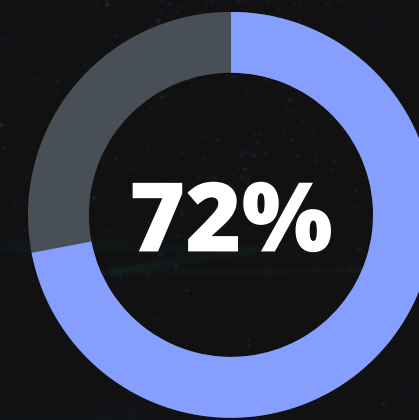
Omnichannel is a baseline expectation from customers,
which is why companies are starting to invest in it



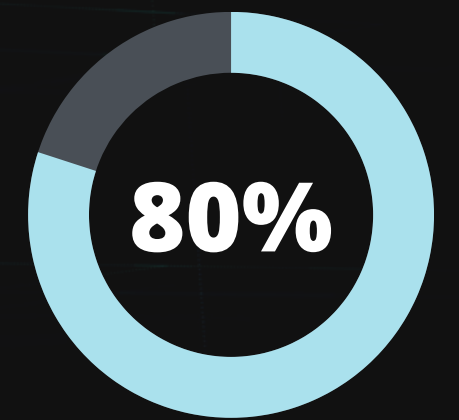
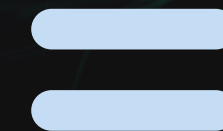
90% of **customers** expect
consistent **interactions**
across channels



80% of customers are
willing to give a company
relevant **personal**
information in order to
bridge the **connection**
between their **online and**
in-person experience



72% of customers expect
companies to know their
purchase history
regardless of the method
of communication



More than 80% of
companies are investing
in the **omnichannel**
experience



More than half of consumers look at a **product online and buy it in-store** and vice versa



Retailers who don't sell on multiple **channels** miss out on up to 30% of sales

ADDITIONALLY



Customer Retention Rate in a company with **omnichannel customer engagement strategies**



Customer Retention Rate in a company with a **weak omnichannel customer engagement**

STARTUPS

Omnichannel Retail Report

NEW STORE

<https://www.newstore.com/>

NewStore provides an omnichannel platform with fulfilment and customer engagement services. Its mobile retail platform offers retailers and brands an omnichannel presence linking their online and offline activity. NewStore is based in Boston, Berlin, and Utrecht.



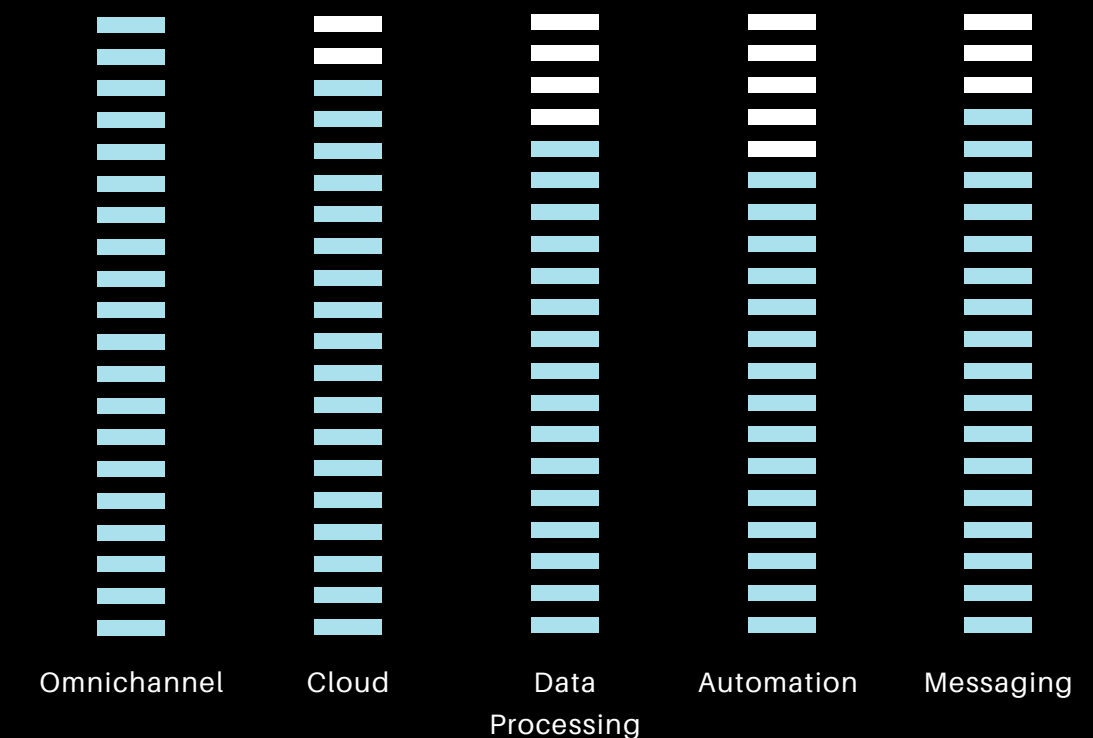
Team

LinkedIn certified employees

+250



FOCUS AREA



Maturity Level

Based on their clients



Founded in

2015

PARIZON

<https://pairzon.com/>

Israeli startup Pairzon combines customer data from online and offline touchpoints to automate omnichannel marketing. The startup's platform utilizes AI to enrich first-party business data from unknown in-store shoppers and assigns it an online identity. This data is used to form audience segments and automatically deliver personalized promotions to previously unreachable shoppers online.



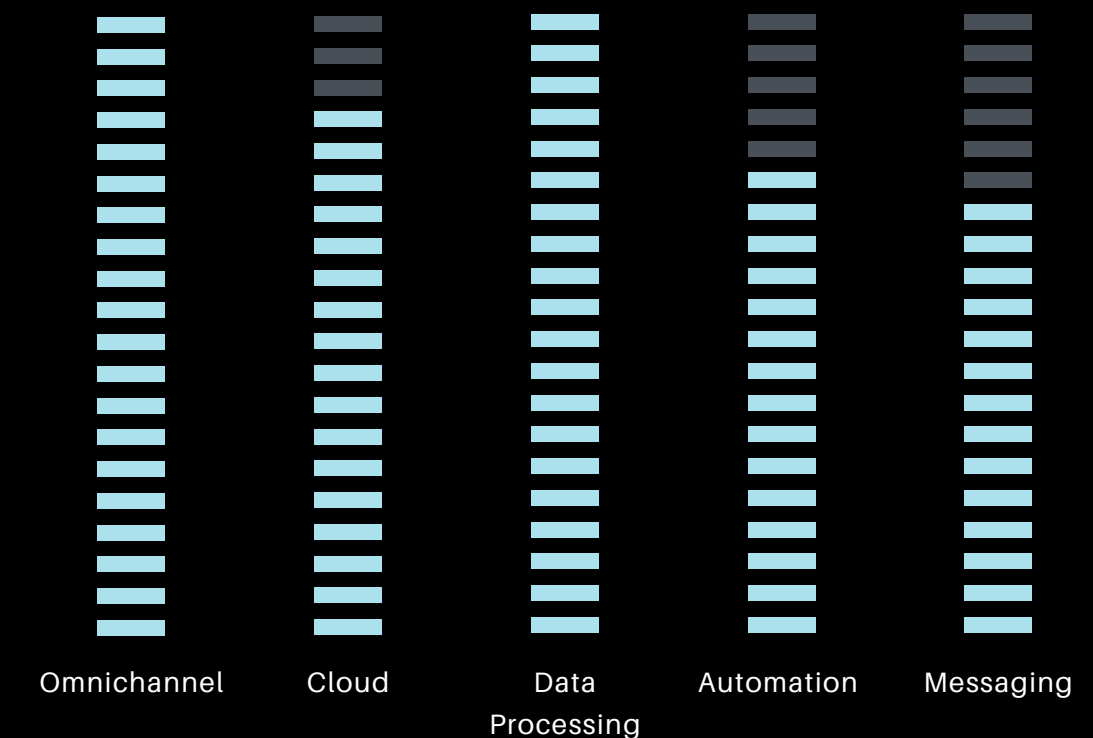
Team

LinkedIn certified employees

+10



FOCUS AREA



Maturity Level

Based on their clients



Founded in

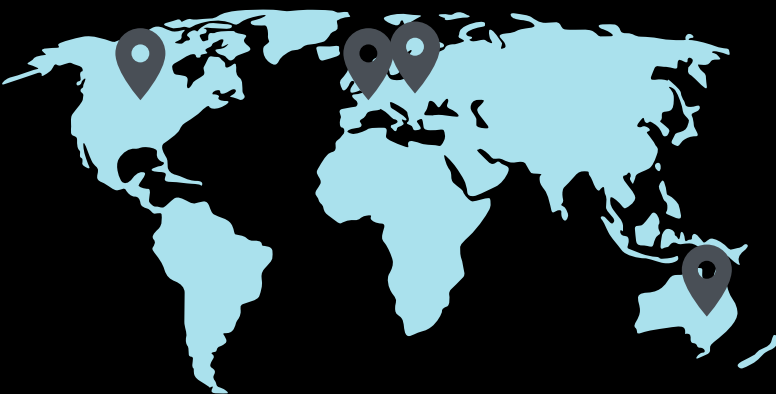
2020

FLUENT COMMERCE



<https://fluentcommerce.com/>

Fluent Commerce provides cloud-based backend management solutions for omnichannel retailers. Its features include order & inventory management, shipping & fulfilment, returns management, reporting & analytics. Its software solution integrates with retailers' existing platforms and enables click&collect, ship from store and omnichannel returns. The scaleup has several offices around the world.



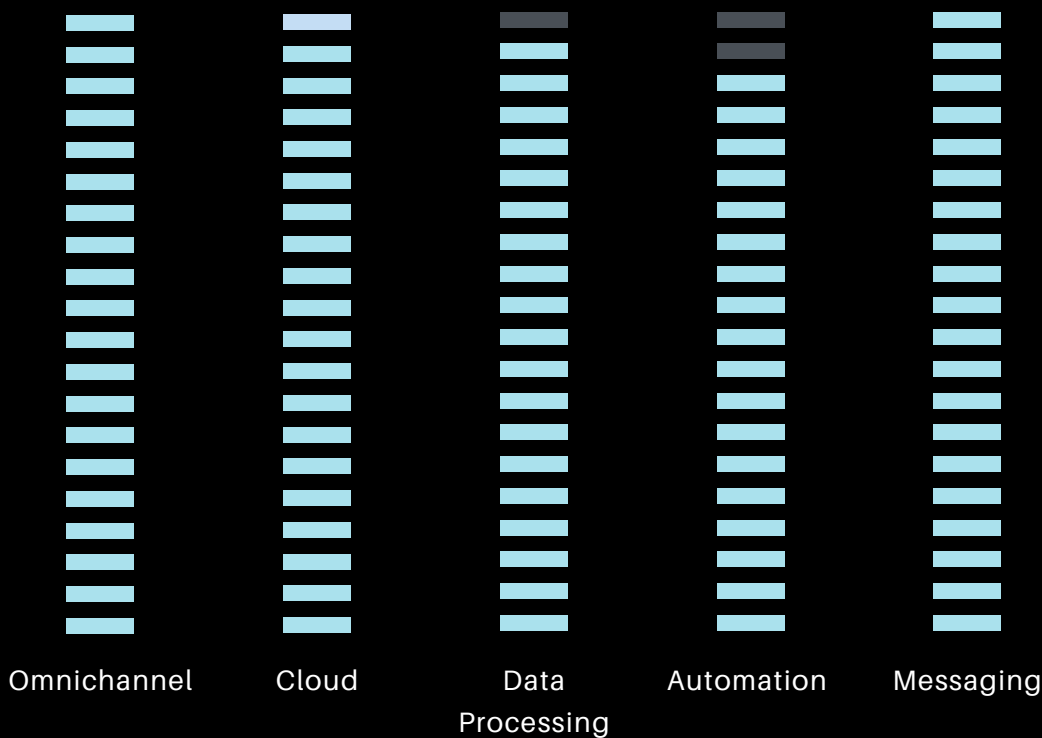
Team

LinkedIn certified employees

+150



FOCUS AREA



Maturity Level

Based on their clients



Founded in

2013

CHATWOOT

<https://www.chatwoot.com/>



Chatwoot is an American startup that gives you all the tools to manage conversations, build relationships and delight your customers from one place. Chatwoot has an omnichannel solution that connects any conversation channel and engages your customers from one place.



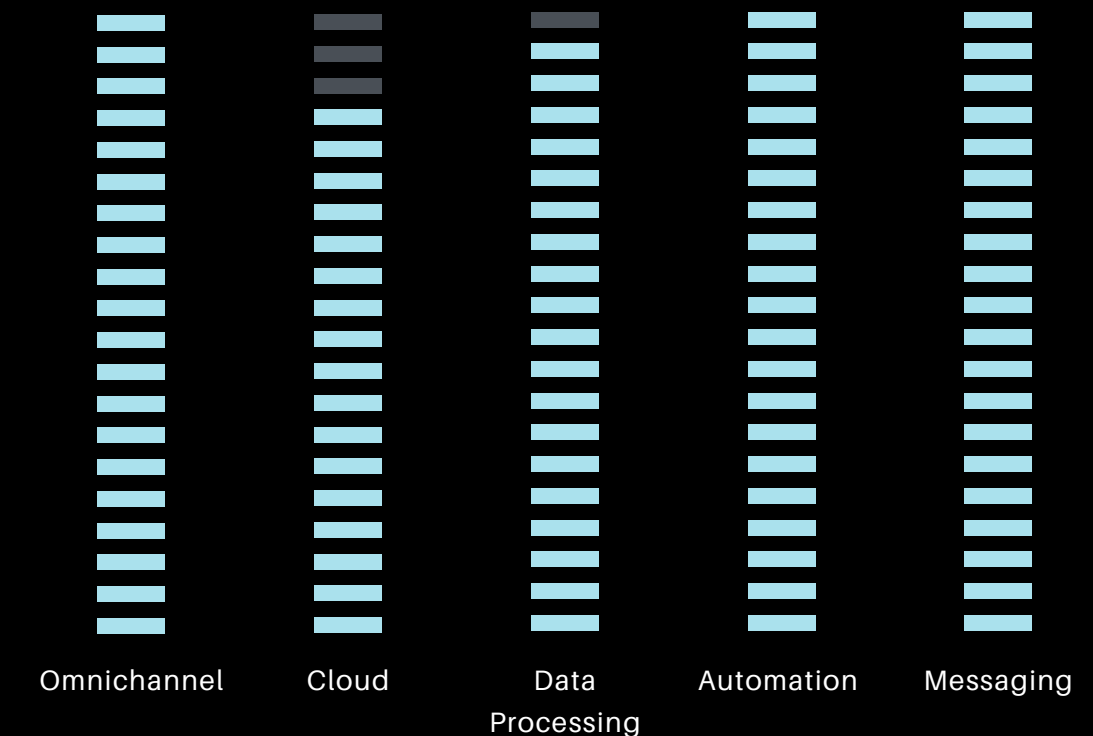
Team

LinkedIn certified employees

<10



FOCUS AREA



Maturity Level

Based on their clients



Founded in

2017

ANYCOMMERCE



<https://www.wynd.eu/en/>

Anycommerce offers an omnichannel platform with modules to monitor online orders, payments, rewards, and loyalty programmes. The French scaleup's platform has been designed to address retail transformation challenges, cover all the customer journeys, and easily connect to all information systems in place.



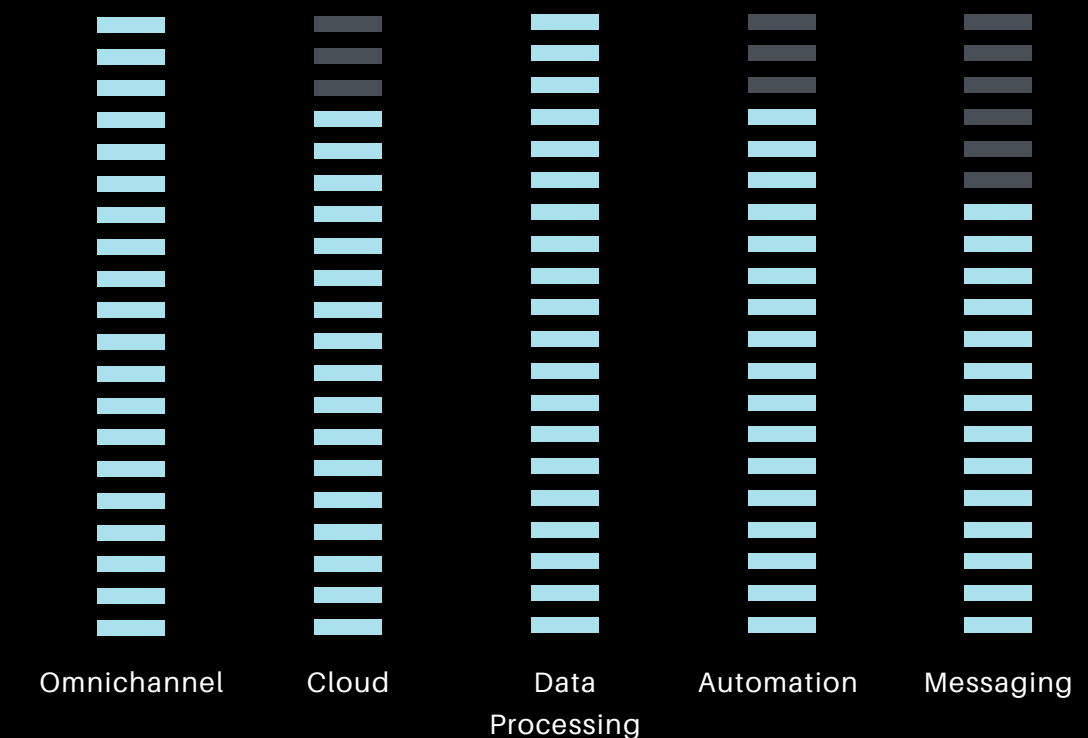
Team

LinkedIn certified employees

50+



FOCUS AREA



Maturity Level

Based on their clients



Founded in

2014

