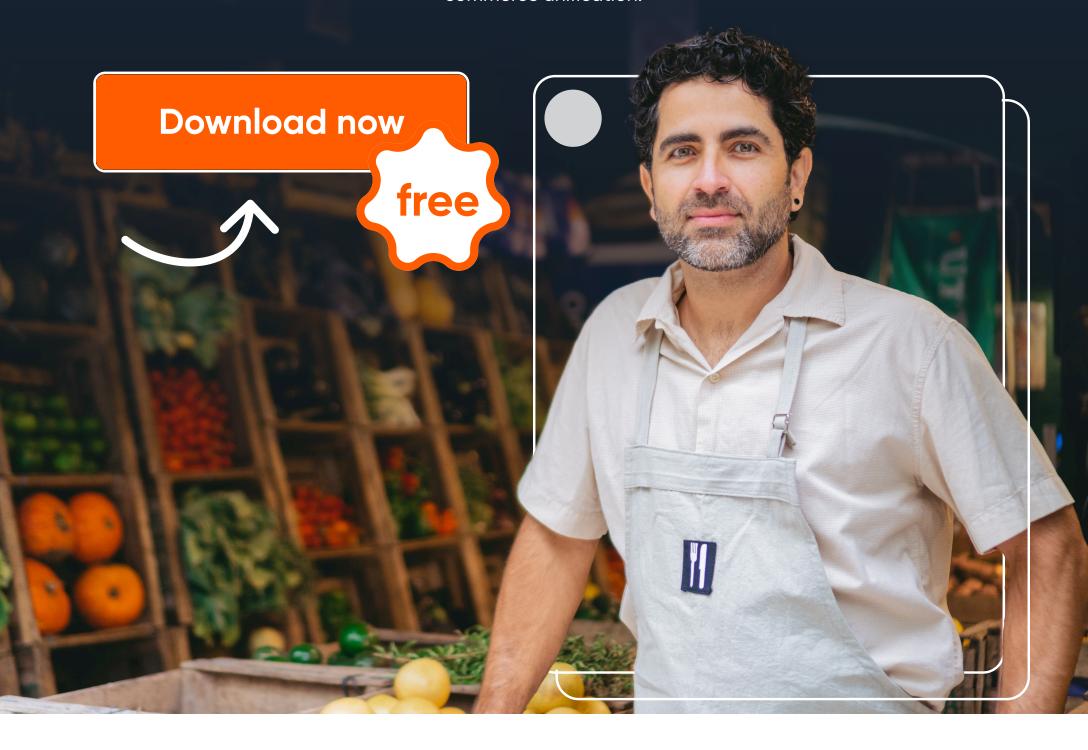# LOCAL EXPRESS

Unified Commerce Maturity Model
For Grocery Retailers

Do you know your level of maturity with Unified commerce?

If not, you can leverage this maturity model framework to benchmark your current capabilities and uncover the next strategic leap towards commerce unification.

Download now

free

Level 1 – Fragmented

Data: POS, loyalty, and online data live in silos.
This is not the case, Loyalty requires POS integration, data and online presence in order to targeting to function

Promotions: Planned separately by channel (store vs. eComm).
This can happen,m usually through POS, digital or be integrated with eCommerce platform

Inventory: Store and online inventory not aligned.
True in most cases, but out of stocks are usually 2 to 8% meaning that they are over 90% plus aligned.

Customer Experience: Inconsistent pricing and offers across touchpoints.

IMPACT: High margin leakage, poor promo ROI, frustrated customers.

Level 2 – Connected

Data: Basic integration between POS and eCommerce systems.

Promotions: Some promotions are aligned across channels, but execution is inconsistent.

Inventory: Store inventory visibility exists but not always real-time.

Customer Experience: "Click & Collect" works, but substitutions and errors are common.

IMPACT: Customers start using omnichannel services, but operations remain reactive.

Level 3 – Unified

Data: Centralized platform provides a single source of truth (POS, price books, loyalty, back office).

Promotions: Omnichannel promotions planned and executed seamlessly.

Inventory: Real-time visibility across all channels.

Customer Experience: Pricing, offers, and availability are consistent everywhere.

IMPACT: Higher promo ROI, reduced margin erosion, stronger customer loyalty.

Ready to assess your maturity and unlock your next growth stage?

See the exact approach grocery leaders use to grow in today's market. And explore how you can apply it to your business through a guided product tour.

https://www.localexpress.io/get-demo