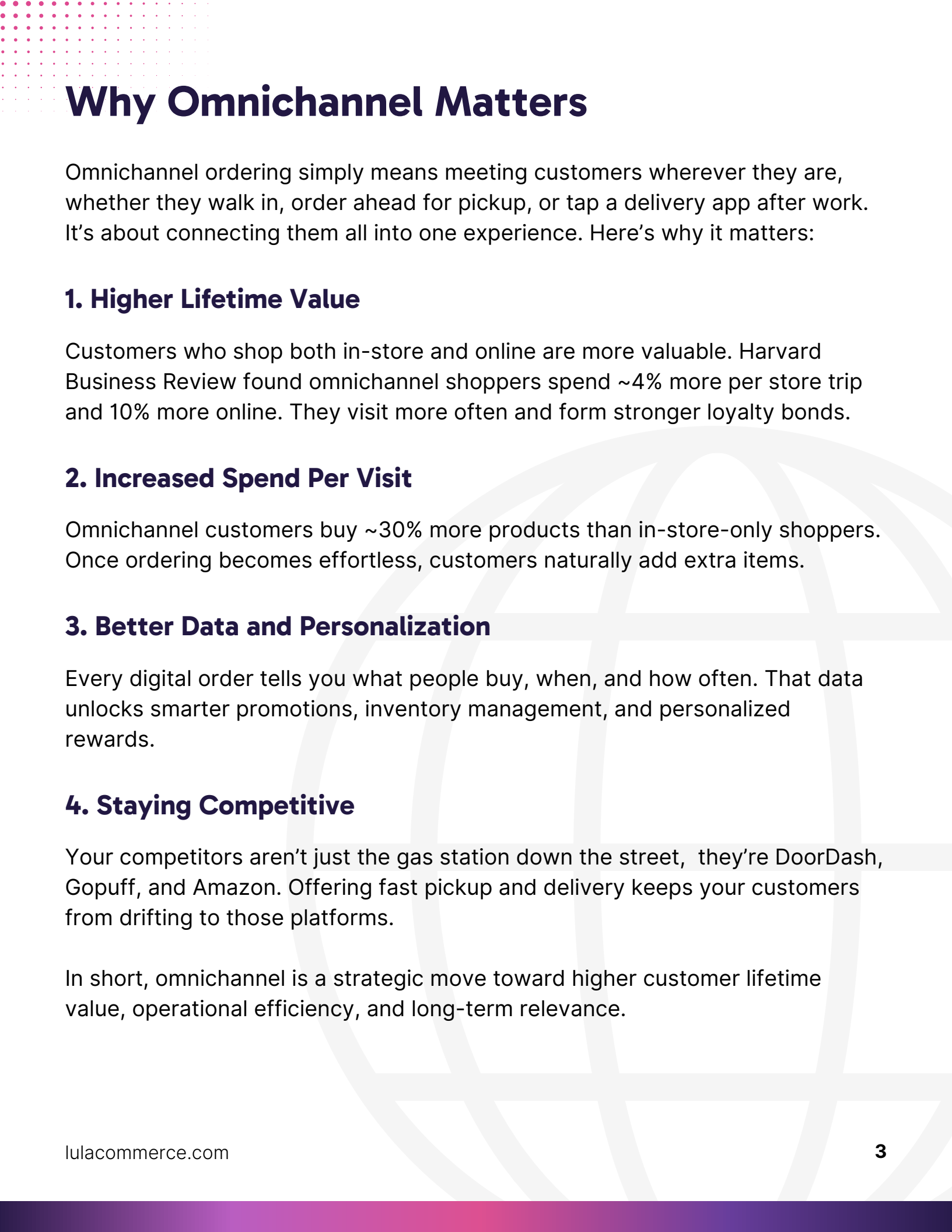




Why Omnichannel Matters

Omnichannel ordering simply means meeting customers wherever they are, whether they walk in, order ahead for pickup, or tap a delivery app after work. It's about connecting them all into one experience. Here's why it matters:

1. Higher Lifetime Value

Customers who shop both in-store and online are more valuable. Harvard Business Review found omnichannel shoppers spend ~4% more per store trip and 10% more online. They visit more often and form stronger loyalty bonds.

2. Increased Spend Per Visit

Omnichannel customers buy ~30% more products than in-store-only shoppers. Once ordering becomes effortless, customers naturally add extra items.

3. Better Data and Personalization

Every digital order tells you what people buy, when, and how often. That data unlocks smarter promotions, inventory management, and personalized rewards.

4. Staying Competitive

Your competitors aren't just the gas station down the street, they're DoorDash, Gopuff, and Amazon. Offering fast pickup and delivery keeps your customers from drifting to those platforms.

In short, omnichannel is a strategic move toward higher customer lifetime value, operational efficiency, and long-term relevance.