

A woman is sitting on a grey concrete bench outdoors. She is wearing a light blue short-sleeved button-down shirt, a colorful beaded necklace, blue jeans, and tan flat shoes with bows. She is holding several shopping bags: a yellow one, a teal one, a red and gold patterned one, an orange one, and a pink one with a floral pattern. The background is a blurred outdoor setting with buildings.

Omnichannel Retail Playbook

Three retail strategies to enable profitable growth in the combined physical/digital era

The retail playing field has changed

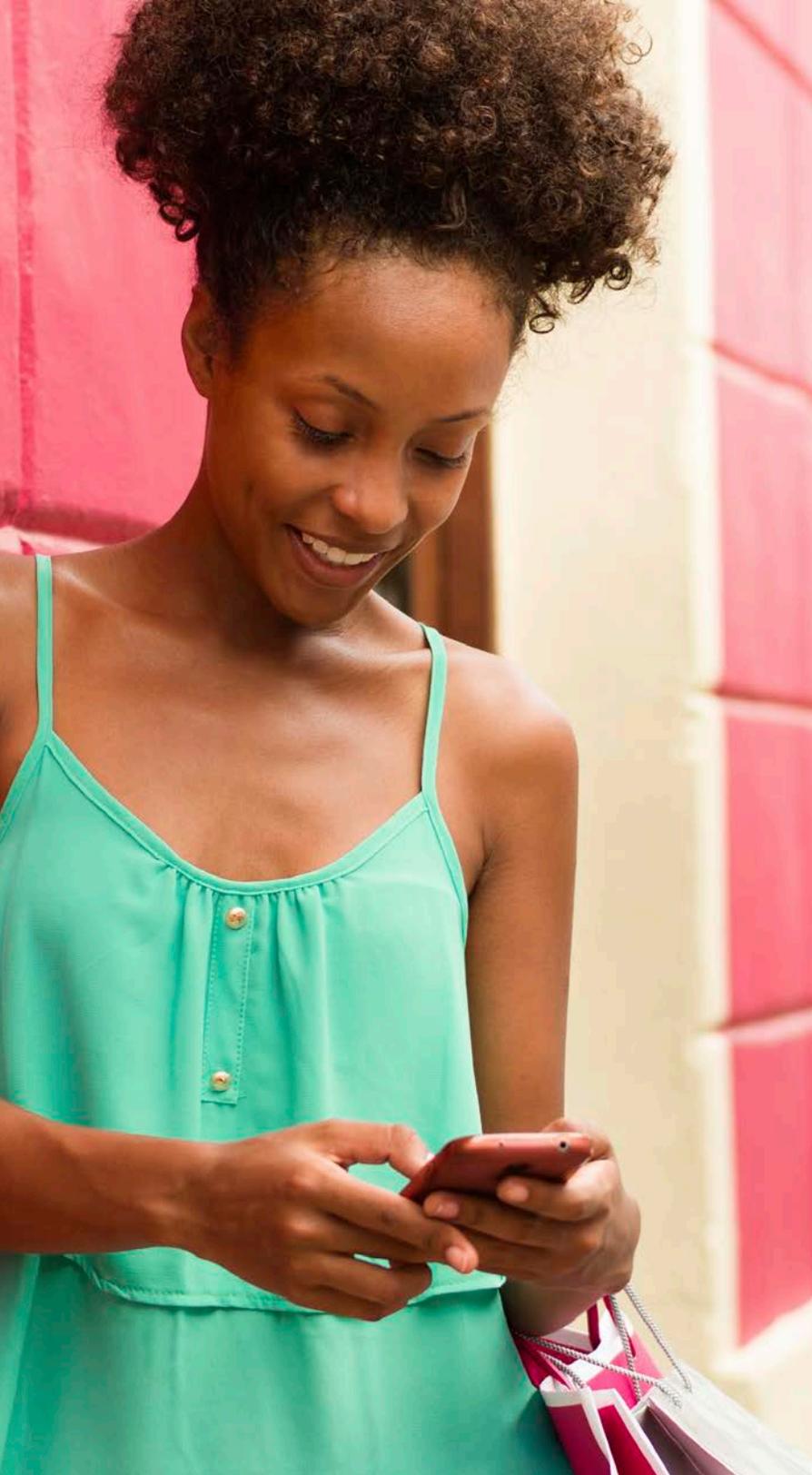
71% of shoppers believe they will get a better deal online than in stores.

85% of customers believe that retailers should be doing more to integrate their online and offline channels.

2/3 of in-store shoppers will check prices on their phone before making a purchase.

2/3 of customers have made a purchase in the last six months that involved multiple channels.

36¢ of every dollar spent in a brick and mortar store was influenced by digital interactions first



Create a new game plan for customer engagement

The lines between digital and physical are blurring. Instead of mourning the decline of the traditional store experience, retailers can embrace new opportunities to combine the best of both worlds. The goal is to create a flexible, frictionless experience that can move seamlessly across channels, or be contained in a single one.

Three retail strategies to enable profitable growth in the combined physical/digital era

1. Capitalize and expand on digital success
2. Leverage insights and best practices to optimize physical stores
3. Enable frictionless experiences and operational efficiencies across the enterprise

STRATEGY 1

Capitalize and Expand on Digital Success

Target digital customers more efficiently. There is so much a retailer knows about an online customer from the data that's automatically collected. They should use it to their advantage to target relevant and actionable messaging. There are even tools available now that can turbocharge online sales by using customer insight to engage younger customers and increase conversions before they even reach the site.

Expand the digital footprint in emerging channels. Explore unique interaction opportunities in emerging digital platforms such as Snapchat, Instagram, and Pinterest. Younger customers are already there, and the tools are primed for conversations about products, especially apparel.

Improve channel integration to deliver frictionless experiences. Customers have one experience with a brand. They don't care about how many different departments are involved to make those experiences happen. Some retailers are integrating formerly disparate departments of physical and digital marketing/merchandising under one group, to reflect how their customers see them.

Convert service interactions into revenue opportunities. Customer service is a highly valuable customer touchpoint. A great service interaction leads to happy customers, who might then be willing to buy more in that specific moment. With the right application of analytics and customer centricity, companies can implement service-to-sales capabilities with highly trained associates to capitalize on the right moments of truth with customers to enhance the relationship.





EXAMPLE

Capitalize and Expand on Digital Success

LEADING HEALTH & WELLNESS BRAND

Built brand equity through a personalized experience that engages customers at key moments of truth within the brand's mobile app

4K

Wellness coaches trained as customer care resources

85%

of members rank themselves as NPS promoters



Increased customer advocacy

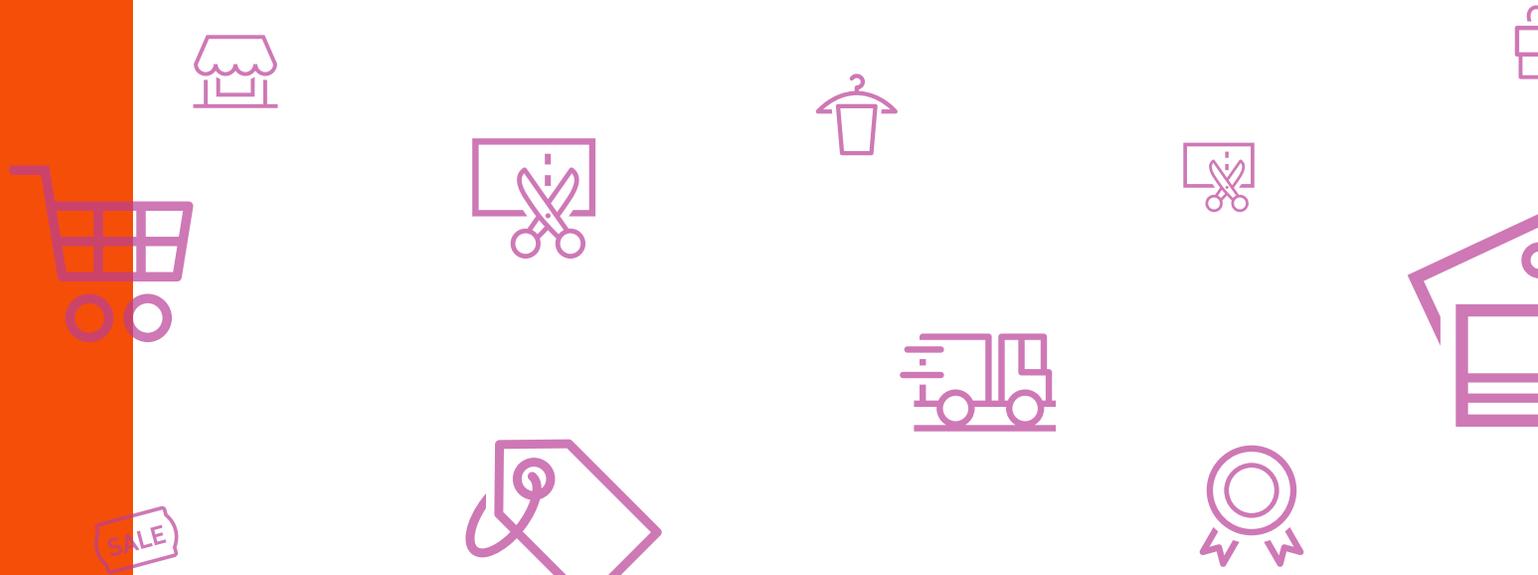
STRATEGY 2

Leverage Insights and Best Practices to Optimize Physical Stores

Apply behavioral analytics from the digital channel to improve physical store operations. If certain items are being purchased primarily online, or being discussed on social media, they should be moved to high-traffic areas in the store. Let the customer know you are engaged in all channels.

Refine your approach to hiring, training, and mindset. The experience starts with hiring and training the right people to serve customers in the most effective way. After all, your employees are your brand's most direct connection to customers. Beyond initial store associate training, execute employee mindset and change programs to enhance the in-store experience by thinking differently about leadership and customer service.

Implement best practices from top-performing stores across the entire network. Some stores do better than others. Recreate the best parts of those operations to lift other store sales and experiences.





EXAMPLE

Optimize Physical Stores

LEADING BRICK & MORTAR RETAIL

Built brand equity through leadership training to create personalized experiences that engage customers at key moments of truth.

47% Conversion rate on
employee training program



Best practices rolled
out across retail network

STRATEGY 3

Enable frictionless experiences and operational efficiencies across the enterprise

Reduce costs by using retail stores as mini distribution centers. If it's not already, the in-store pickup option should be a given for any digital purchase. It can be convenient for the shopper, and increases in-store traffic. In addition, take advantage of each store's inventory and local shipping options. Integrate in-store inventory into the enterprise's digital supply chain as a way to extend merchandising operations and reduce shipping time and costs.

Remove friction from the experience. The digital experience has raised customer expectations of the in-store experience, as well. Put clear signage in areas for in-store pickup or returns, for example. Make sure items are in the correct spots with the correct prices. Staff the registers to meet traffic needs. Pay attention to the temperature in the store. Sometimes simple improvements will have a big impact.

Break down silos. The in-store and online experiences cannot be considered separate anymore. Companies like Macy's and Nordstrom have combined online and physical merchandising and marketing organizations, breaking up silos to encourage a more omnichannel approach. Where possible, consider digital and physical operations as two parts of a holistic customer experience.





EXAMPLE

Create efficiencies across the enterprise

LEADING SPECIALTY PET RETAILER

Sought significant cost reductions through re-stocking and merchandising improvements that drive efficiencies and yield more valuable time for in-store associates to serve customers.

\$92M in cost savings through operational improvements



Reduced overstock and restock touches



Customer Satisfaction scores of "Items Wanted in Stock" exceeded district results

About TTEC

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