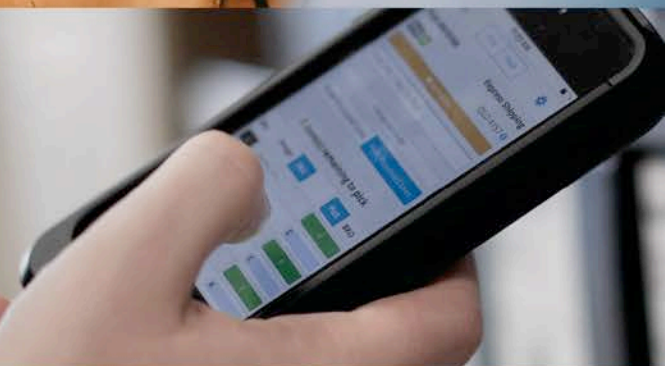




neto

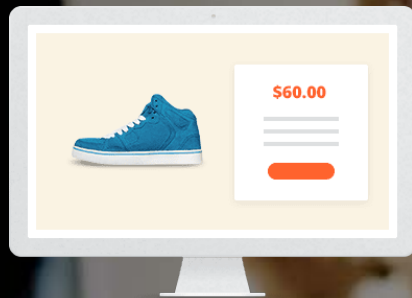


REALISING THE
OMNICHANNEL
OPPORTUNITY

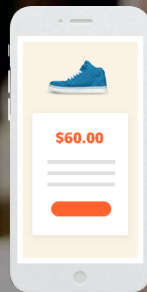


WHAT IS OMNICHANNEL RETAILING?

An omnichannel retailer is one that can deliver a seamless integrated consumer experience for the connected consumer who uses your bricks-and-mortar store, online store, and other digital channels simultaneously throughout the purchase journey.



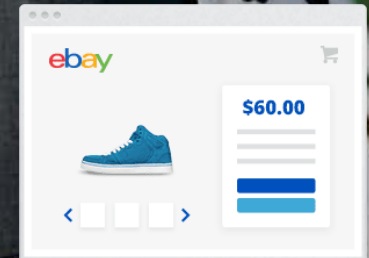
Online



Mobile



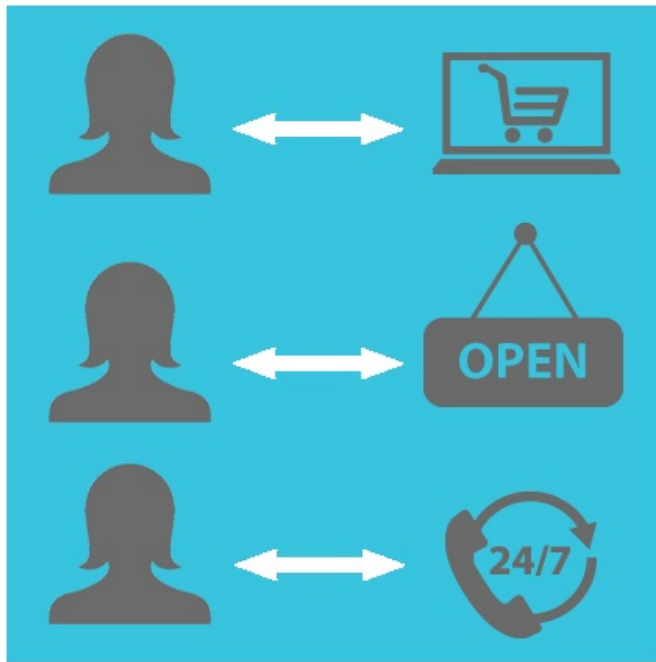
In store



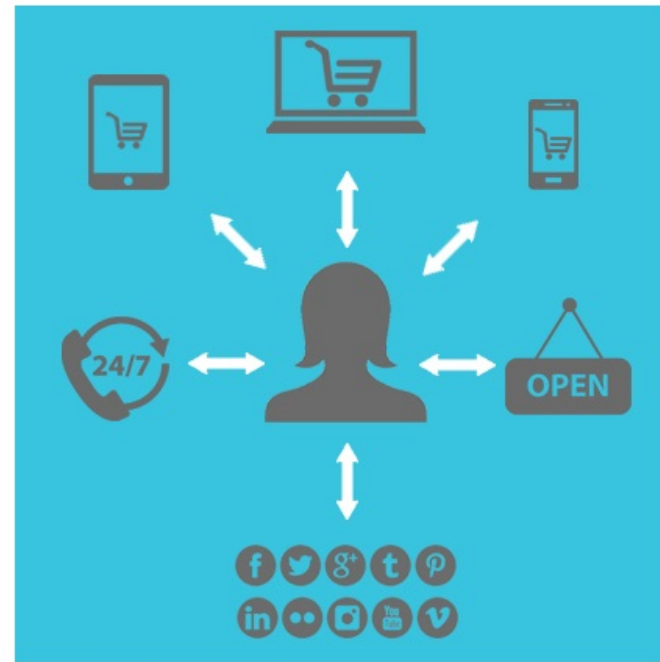
Marketplaces

neto

OMNICHANNEL vs MULTICHANNEL



MULTI-CHANNEL



OMNI-CHANNEL

THE OMNICHANNEL CUSTOMER JOURNEY

Awareness

Learning about new brands and products, through advertising on TV or online.



Research

Finding additional information on product details in stores, or increasingly online and through dedicated apps



Purchase

Completing the purchase whether in a store, online or through mobile



Fulfilment

Obtaining the product: collecting in store or having it delivered directly



Loyalty

Engaging with the brand by providing feedback or passing on recommendations



THE CONNECTED CUSTOMER

DRIVING THE OMNICHANNEL REVOLUTION

- HUNGRY FOR INFORMATION
- EXPECT CHOICE
- DEMAND CONVENIENCE

neto



MERCHANT BENEFITS

- INCREASED BRAND AWARENESS

A broad presence across multiple channels can drive up brand awareness

- NEW SALES

Up to 25% of online purchases could not have happened locally

- HIGHER VALUE PURCHASES

Up to 60% of shoppers use multiple channels when making purchases over \$150

- HIGHER LIFE TIME VALUE

Omnichannel shoppers have a 30% higher lifetime value than those using one channel to interact with your brand

REALISING OMNICHANNEL

- PURSUE A CUSTOMER CENTRIC STRATEGY
- INTEGRATE YOUR SALES CHANNELS
- STREAMLINE YOUR LOGISTICS
- REDEFINE YOUR STORES
 - collection points
 - fulfilment centres
 - flag ship stores
- TAKE A HOLISTIC VIEW

neto



A person is shown from the back, wearing large black over-ear headphones. They are wearing a black t-shirt with the word "neto" printed in a white, lowercase, sans-serif font. The person is sitting at a desk, and a computer monitor is visible in the background, displaying a blurred interface. The lighting is soft, and the overall tone is professional and focused.

neto