

Omni-Channel is **BS**

There is an ever-present buzz swirling around the idea of omni-channel marketing in today's retail landscape. Brands are being told they must have an omni-channel plan that stretches across mobile apps, websites and brick-and-mortar stores in order to stay competitive among an increasingly savvy and curious consumer base.

We say that's BS.

When it comes to creating an experience that today's consumers expect, it goes beyond just integrating digital technologies online or in-store. While there's a bevy of great tools out there, these will only go so far in helping companies create a truly great customer experience.

In our latest research, we compared the usage, appeal and influence on purchase of retail technologies like buy online pickup in store (BOPIS), peer ratings and reviews and personalized communication. We found that consumers are increasingly utilizing these technologies and are increasingly interested in them, but we also learned that their presence means very little if the overall shopping experience is lacking.

While these digital tools can help retailers connect with shoppers and keep them coming back, they're in no way essential to a successful customer experience, especially if they aren't integrated the right way. We learned that it's more important for brands to anticipate the needs and desires of their customers and act accordingly.

Today's retail strategies should be less about blindly utilizing omni-channel tactics and more about making the overall experience the top priority.