



Delivering an omnichannel shopping experience with monday.com

Insights and strategies to help
retailers remain competitive

Today's shoppers expect more

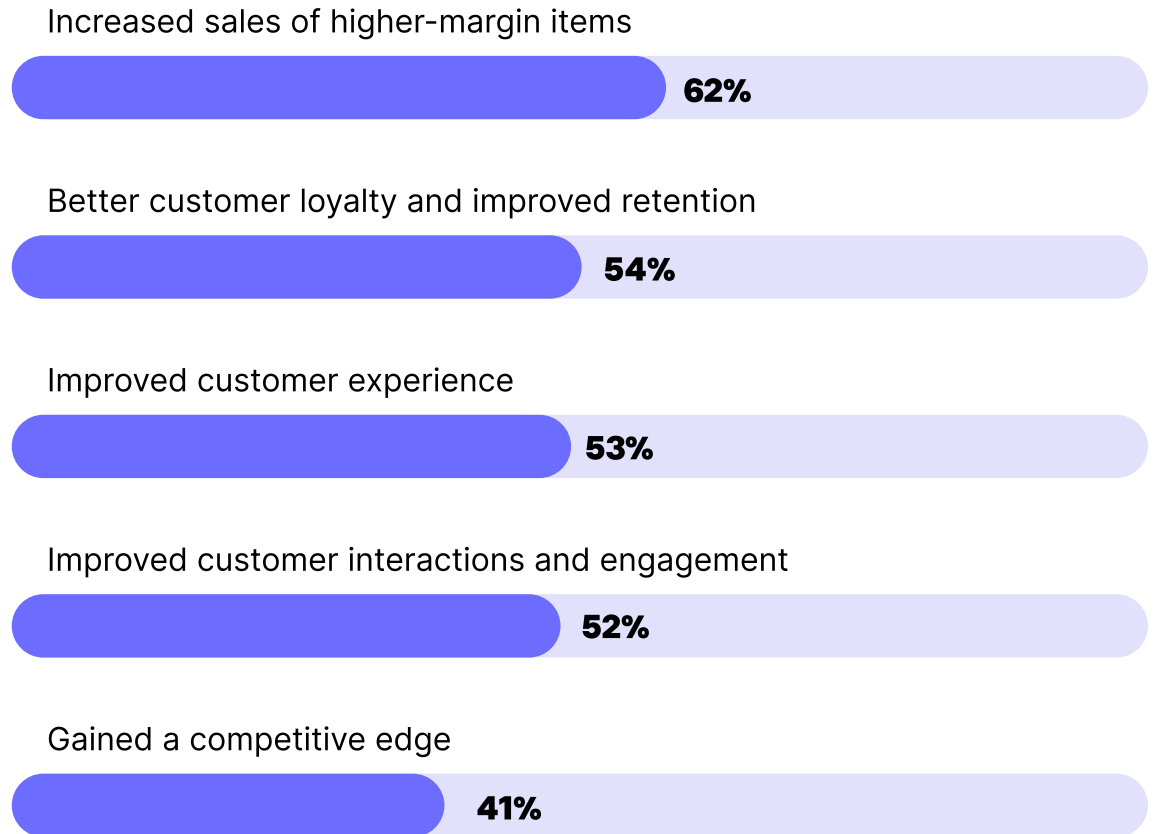
Digital trends have transformed everything from the way we socialize to the way we work, and even the way we shop. Accordingly, retailers must keep up with evolving customer demands in an increasingly connected world.

And the vast majority of shoppers agree: 79% say retailers need to continuously invest in new technology to meet their expectations.

But building brand loyalty requires more than simply adopting a digital-first mindset. The most successful retailers will be those who deliver a seamless customer experience across multiple channels and touchpoints. A competitive edge, increased sales, and better customer retention are just some of the benefits experienced by retailers who get it right.

So, no matter where your retail organization is at in its omnichannel journey, keep reading to learn more about why omnichannel can no longer be ignored — plus, how monday.com can help you delight your customers.

Retailers share the benefits of an omnichannel retail strategy



Source: [Forrester Consulting](#) (commissioned by Emarsys)

3 reasons why
omnichannel
can't be ignored

1

The pandemic accelerated digital transformation in retail

In 2020, people around the world turned to online stores to safely acquire the goods they needed. This shift caused online shopping to accelerate at an unprecedented pace, with retailers scrambling to step up their digital offerings and adapt to a new normal.

Despite restrictions lifting in physical stores, consumers' preference for the online shopping experience continues to increase. Not surprisingly, Gen Z and Millennial shoppers prefer online stores to in-store shopping. And, online shopping preferences continue to steadily increase for customers of all ages. According to [research by Klarna](#), if this current trend increases, we'll see a shift from mostly in-store to mostly online shopping during 2023.

2

The customer journey has become more complex

There's no doubt that delivering a great online shopping experience is critical. However, the in-store experience still matters. For one, some shoppers prefer shopping in-store for specific categories, such as groceries, pharmaceutical products, and home and garden. And, while most shoppers attribute fewer benefits to the in-store experience, where in-store does win packs a higher impact. For instance, 74% of shoppers claim they receive better customer service in-store and 71% say in-store payments are more secure.

As a result of this, the customer journey has become more varied. In fact, by 2020, 75% of shoppers used multiple channels to complete a transaction. Depending on the occasion, a customer may begin their shopping experience by researching a specific product online and then purchasing it in a physical store. Or, they may walk into a store to see the product up close before shopping around for the best price online.

3

Your customers **expect consistency**

While the customer journey now includes a variety of touchpoints and channels, shoppers still expect a seamless shopping experience. As of 2020, 76% of customers expect consistent interactions over the course of their journey and that percentage is only expected to rise.

Why? The best brands are built through consistently delivering on the brand promise and meeting buyer expectations. If we consider the people that we prefer to spend the most time with, we likely know what we can expect from them and consider them to be reliable. Our preferred brands are no different. It's why an overwhelming 85% of customers agree that **their favorite brands have been able to provide a consistent communication experience.**

Putting it into
practice with
monday.com

”

“Clunky is the best word to describe where we were at. Different teams would provide information in different ways, creating inconsistencies. With all of the back and forth, we risked losing important details in the shuffle.”



James Fryer
MicroSpace Planning Manager
Officeworks

How Officeworks replaced 635+ spreadsheets to drive real results

The space planning team at Officeworks, Australia’s leading office supply store, plays a critical role in getting products to market quickly and maintaining the right product mix on its store shelves. This allows Officeworks to meet evolving customer demands and drive greater revenue opportunities. But doing this successfully requires careful coordination. Manual tools, including disjointed spreadsheets with hundreds of tabs and multiple contributors, were not cutting it.



“monday.com has given our teams insight into important information that allows us to work more efficiently. Now, we can make decisions based on facts instead of gut feelings”

officeworks

James Fryer
MicroSpace Planning Manager
Officeworks

Using monday.com, Officeworks standardized its range review planning processes across the board and decreased manual efforts, resulting in:

Increased visibility: Now, everyone always knows when changes are happening and why. For planning teams, this insight helps with prioritization and resource allocation.

Improved collaboration: Stakeholders across store ops, marketing, e-commerce, space planning, supply chain, and more can work together more strategically in one shared location, reducing the risk of details getting lost.

Increased effectiveness: Automated reminders keep everyone on track and prevent last-minute surprises. And, smoother planning processes and the ability to access performance metrics prevent stores from being overloaded due to teams working in isolation.



monday.com Work OS has become the global centralizing platform for our growing organization.”

FARFETCH

Tati Yanchologo
Global Senior Planning Manager
for Brand and Marketing

Put your best foot forward with monday.com

With teams spread across different locations and functions, it's increasingly challenging to maintain a consistent brand and customer experience.

“Retailers need seamless processes to create that holistic experience through online stores, physical stores, and digital channels,” says Gavin Watson, Retail Industry Lead at monday.com. “From marketing approvals, range reviews, and new product development to risk evaluation and compliance, teams must be constantly aligned.”

A Work OS like monday.com can help retailers centralize communication, plan faster, and better manage and track their efforts. With the right software, your retail organization can confidently deliver impactful and consistent omnichannel experiences and gain a competitive advantage.

To book a free consultation with our sales team and see a live demo of monday.com for retail, [get in touch here.](#)

 **monday.com**