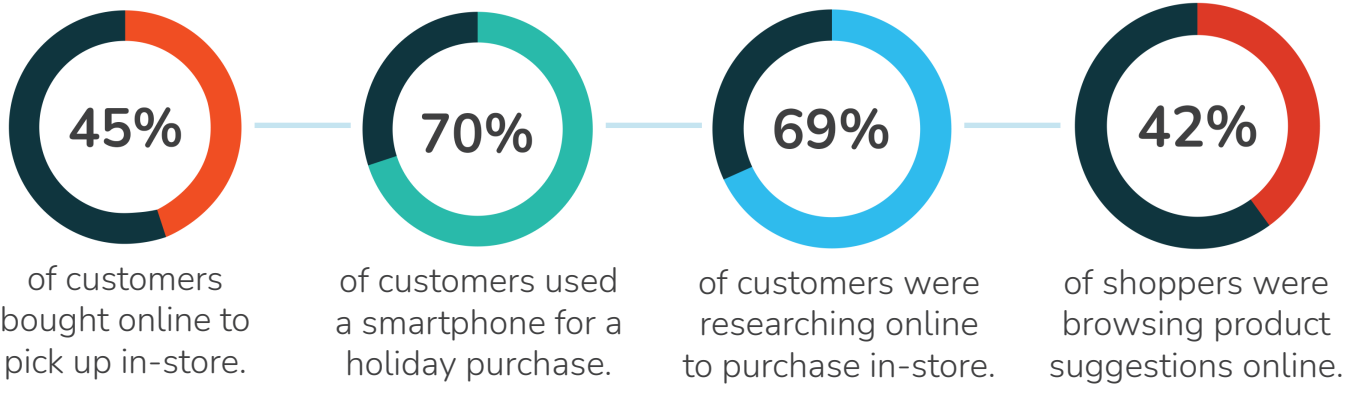


# Why Now Is the Perfect Time to Implement Your Omnichannel Retail Strategy

## Omnichannel growth is nothing new

The pandemic accelerated a trend that's been brewing for a decade; omnichannel retail. Even before COVID-19 protocols shuttered stores, low-contact options were popular. According to [Deloitte's Holiday Consumer Survey](#):



## The COVID pandemic propelled omichannel

By 2030, customers will own an average of [15 smart devices](#) they'll use for shopping, research, social media, apps, and recommendations.

March 2020 — 8 weeks — 2030

eCommerce delivery [advanced 10 years](#) in the span of 8 weeks.

82%

of smartphone users [consult their phones](#) in-store before buying.

70%

of people [shopped in a new way](#) during the COVID-19 pandemic.



## Customers expect to shop across channels

In 2022, customers want a seamless journey that fuses their physical and digital shopping experiences. Omnichannel gives companies the flexibility to meet those demands.

35%

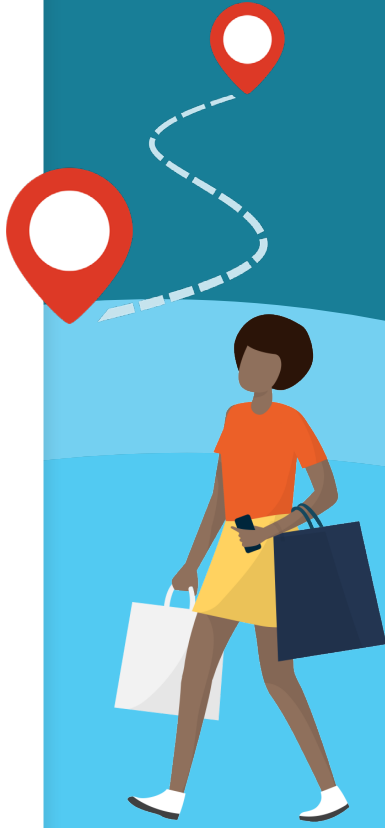
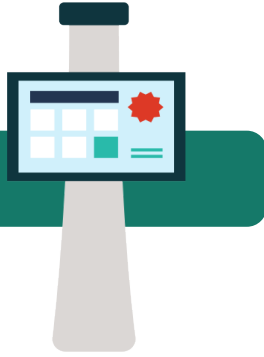
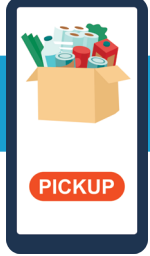
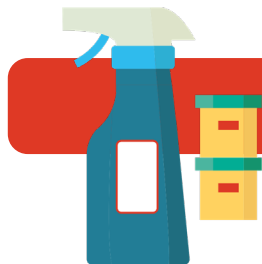
of [eCommerce growth](#) is expected in 2022 for common household essentials.

79%

of customers prefer to keep using [no-contact check outs](#) after the pandemic.

56%

of shoppers [plan to continue BOPIS shopping](#) because they value the convenience.



## Omnichannel drives more business value

With the demand for new options skyrocketing, omnichannel integration is a natural next step to differentiate and uncover new value.

Omnichannel has [91% more customer retention](#) compared to multichannel.



Data accessibility across teams and channels enables business intelligence.



Local fulfillment helps to avoid rising shipping costs and delivery delays.



Little or no contact shopping entices those who are health conscious.



Transportation times and costs can be tuned to channels and markets.



A single inventory stream reduces inefficiencies and maximizes margins.



## Omnichannel helps avoid business risks

Sync your new fulfillment partners, jurisdiction requirements, and security concerns in a single place. When everyone is on the same page, it's easier to control for your biggest risks.

94%

**Government rules differ across jurisdictions** of users find it easier to comply [with cloud ERP solutions](#) that drive omnichannel retail.

90%

**IT departments must secure legacy systems on site** of IT departments report [improved security](#) by consolidating data and moving it to the cloud.



# Take Your Omnichannel to the Next Level

Now, more than ever, the synergistic promise of omnichannel means payoffs for retailers. For more information about establishing an omnichannel strategy for your retail growth, [contact ArcherPoint today](#).