



# EMBRACE THE OMNICHANNEL EXPERIENCE

Learn how connecting channels can enhance operations and the customer experience.

## The challenges

### Navigating the maze

A well-functioning supply chain is the backbone of any retail operation, ensuring that products seamlessly flow from manufacturers to inventory. However, in today's globalized and complex marketplace, retailers often grapple with supply chain issues that can significantly impact the overall customer experience.

From unforeseen disruptions like natural disasters and transportation delays to supply shocks, sustainability concerns, inflation and complex supplier networks, supply chain issues can create a domino effect, leaving frustrated customers in their wake. Consumers have reacted to this by becoming more diverse in their purchasing choices.

The prevalence of last-mile delivery challenges and reliance on suppliers often experiencing difficulties also means retailers may need to review their inventory distribution network and create a seamless experience around a unified commerce approach.

In the ever-evolving world of retail, the ability to provide products is not merely a matter of convenience – it is the lifeblood of business success. While technology transformation often focuses on the back office, customer engagement and operational capabilities are front and center for today's retailers.

More than **80%** of retail executives are likely to use a combination of digital technologies to help them achieve future success.\*

\*IBM, Resetting the rules for consumer companies

## Be transformative with omnichannel experiences

In the age of digital transformation, retailers are relentless about providing exceptional customer experiences, encompassing payment preferences, product selections, reward programs and more. Omnichannel offers a paradigm shift that revolutionizes how retailers engage with customers and manage their operations.

Omnichannel experiences allow retailers to meet customers where they are, offering a consistent and personalized experience across physical stores, websites, mobile apps and beyond. Offering omnichannel capabilities gives retailers real-time visibility across all channels, enabling them to identify popular products and make data-driven decisions to optimize their inventory.

In a January 2023 article, Digizuite reported that consumers average almost six touchpoints when making a purchase, and 50% regularly use over four. Gone are the days of disjointed interactions and disconnected data. By breaking down silos and embracing an integrated approach, retailers can deliver unparalleled convenience, choice and satisfaction.

According to an IMD article published in January 2021, a major U.S. retailer experienced significant omnichannel growth at the onset of the COVID-19 pandemic. Multi-channel customers spent four times as much as store-only customers and 10 times more than digital-only customers. Their stores were able to fulfill three-quarters of online sales in large part due to the balance between digital and physical matched with efficient supply chain coordination.

By seamlessly integrating multiple channels and leveraging cutting-edge technologies to better support customer preferences, including payments, retailers can create a cohesive and personalized journey that delivers on customer expectations.

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## FIS solutions

### Elevate operational capabilities

The integration of online and offline channels allows for better inventory management, more efficient fulfillment processes and expanded payment and support options for customers, leading to higher satisfaction levels.

When it comes to support, your customers want to speak to agents with the cross-functional expertise to deliver a positive experience. And ultimately, as Salesforce 2020 research revealed, 89% of consumers are more likely to make another purchase following a positive customer service experience.

**FIS® Digital Contact Center (DCC)** is a digital-first, omnichannel contact center service representing the next generation of customer care for retailers. By reinvigorating contact center operations, retailers can curate mutually beneficial customer experiences that align with business objectives and drastically improve operational efficiency in a market with inter-related complexities.

Additionally, today's consumers expect a high level of personalization and convenience as they're more tech-savvy, informed and discerning than ever before. Failure to meet these expectations can result in losing customers and a competitive advantage.

**NYCE Payments Network**, a fully owned affiliate of FIS, enables you and your customers to capitalize on the efficiency, convenience and security of electronic, real-time payments. This debit card network partner provides consumers with secure, real-time access to their money at thousands of ATM and point-of-sale (POS) locations nationwide as well as e-commerce, funding payments and mobile services.

The benefits of adopting an omnichannel approach are immense, from streamlining inventory management and order fulfillment to fostering customer loyalty and driving revenue growth.

This is just one of our three-part series. Learn how to power personalized shopping experiences and leverage operational automation to help your retail business advance.

**Ready to explore next steps? Visit here**  **or contact us at [fis4retailers@fisglobal.com](mailto:fis4retailers@fisglobal.com).**



# EMBARK ON A JOURNEY TO OPERATIONAL EXCELLENCE

Get started with FIS.

## About FIS

FIS is a leading provider of technology solutions for financial institutions and businesses of all sizes and across any industry globally. We enable the movement of commerce by unlocking the financial technology that powers the world's economy. Our employees are dedicated to advancing the way the world pays, banks and invests through our trusted innovation, absolute performance and flexible architecture. We help our clients use technology in innovative ways to solve business-critical challenges and deliver superior experiences for their customers. Headquartered in Jacksonville, Florida, FIS ranks #241 on the 2021 Fortune 500 and is a member of Standard & Poor's 500® Index.

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