



The Omnichannel Challenge

How to meet your customers' increasing demands for convenience

What does “Omnichannel” mean?

Essentially, it means that you need to devise a strategy that incorporates all of your sales channels in order to provide a single, seamless customer experience.

The concept initially started in the retail sector in bid to align in-store and online customer services. However, it has now increased people’s expectations of their purchasing experience, whether in a personal or professional capacity.

Therefore, it has become essential for wholesale distributors to recognize that they too need to implement an omnichannel strategy. A strategy that combines online and offline channels and ensures that their technology solutions communicate with each other and don’t feel or look disjointed.



Did you know?

Research by the Aberdeen Group found that companies with the strongest omnichannel customer engagement strategies retain an average of 89% of their customers!

New Expectations

Like you, your customers are also striving to keep costs to a minimum, save time and reduce unnecessary manual tasks. Therefore, they want...

- To do businesses through whatever channel they prefer to use.
- Information that is easily accessible and comprehensive.
- To be confident that their needs and wants can be met immediately when they contact you.

In a nutshell, they're looking for convenience.



So how can you ensure your business can meet these new and evolving expectations in a profitable way?



1. Have multiple ways for customers to order

It's essential that you accommodate the various different ways your customers may want to do business with you, whether that's via telesales, ecommerce or mobile ordering.

The recent consumerisation of the B2B purchasing process means that online channels need to offer the sophistication, ease of use and features of a B2C website – a true ecommerce solution rather than a 'simple' online ordering system. This must also be blended seamlessly with the extra functionality that is vital in a B2B environment – like complex pricing and promotions.

All channels, whether online or offline, need to be easy to use and consistent.





2. Ensure sales staff have everything they need at their fingertips

Sales Order Management systems with real-time Account Management such as visibility of invoices, orders and credit limits, and fast-shop options for customers are essential.

However a customer places an order, whether it's online , via a mobile apps or with a sales representative, they want to be confident that they can change their orders immediately.



3. Accurate Product Information is essential

Having high quality, comprehensive product information is an essential for wholesale distributors. A customer's purchasing decision is reliant on the quality of information available to them. You can ensure you are their go-to supplier by providing consistent and relevant information across all your sales channels.

However, we understand that not all product information is necessary or appropriate for every sales channel. Therefore you need a Product Information Management (PIM) system that enables you to distinguish various sales channels and publish only the information required.

This means that all your various products will display consistently across each channel and reduce the need to manually update the information.





4. Implement agile supply chain technology

You need to ensure that systems across your business are flexible and agile enough to meet customer expectations. Inputting online orders into a back-end order management system is no longer going to cut it.

Close integration between front and back-end systems is critical to give the transparency and real-time information customers want.

Similarly, traditional order based picking will no longer be efficient. You'll need systems which can accommodate multi-order or batch picking. Flexible, agile, properly integrated systems and processes are pivotal to meeting the needs of your customers today, and in the future.

5. Contact us!

We have a range of solutions and a dedicated team to help you meet your customers expectations and ensure you provide the best possible journey on their path-to-purchase.

Find out more about developing and managing your omnichannel strategy by contacting us on:

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