

From Challenges to Triumphs

A Comprehensive Look at Retailers Thriving through Omnichannel Fulfillment.

Discover the future of customer engagement and business success by delving into the insights of the 2023 Omnichannel Experience Index report. This comprehensive analysis unravels the latest market trends, offering a profound understanding of the ever-evolving landscape.

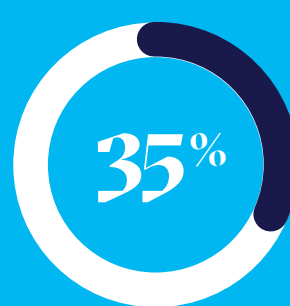
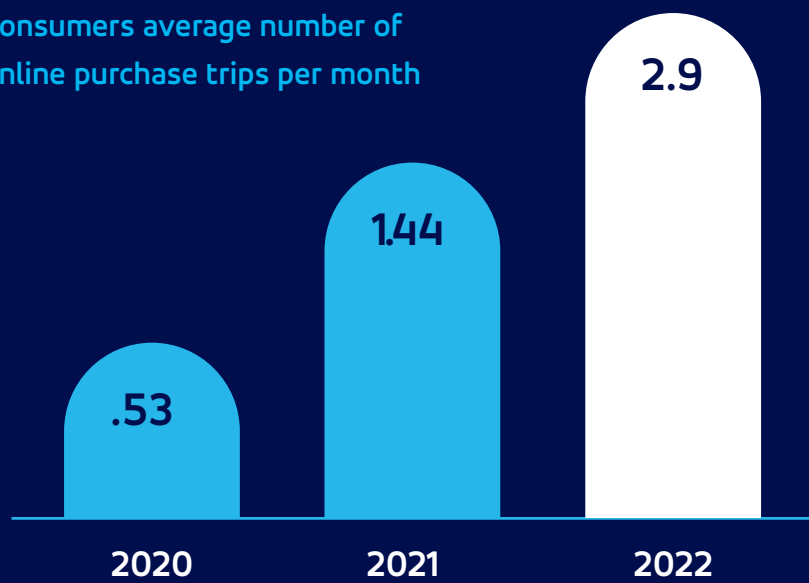


The Digital Shift is Here to Stay.

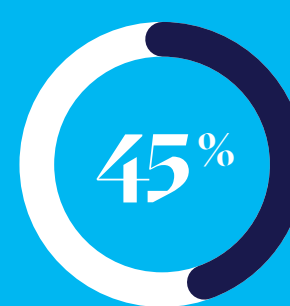
Retailers need to evolve their omnichannel strategies, and operationalize them through the right tools and operating models.

The share of digital revenue continues to increase across segments. Both the number of purchase trips and the average order value continue to increase.

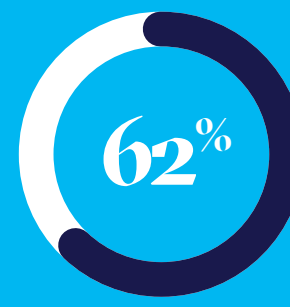
Consumers average number of online purchase trips per month



Shoppers prefer home delivery



Shoppers prefer buy online return in store



Shoppers who look online for a product before a store visit



Shoppers prefer curbside delivery

What's important to shoppers and their expectations of a retailer's omnichannel experience continue to evolve and increase.



CONSISTENCY



SPEED



TRANSPARENCY

Incisiv's 2023 Omnichannel Experience Index assesses top omnichannel retailers' digital ordering and fulfillment capabilities across 4 key areas.

The index is comprised of the top omnichannel retailers across 7 different industry segments. Each retailer's omnichannel capabilities and experience were assessed using an observational methodology.

Inventory Visibility

Shoppers want to know exactly what products and services are available to them in the context of their needs. Can I get it delivered tomorrow? Is it available at my local store for pickup?



of shoppers check stock availability online before visiting a store to make the purchase.

Frictionless Fulfillment

Offering a complete flywheel of online and store-based fulfillment is now table stakes. Retailers need to focus on operational execution. Delivery speed, the ability to customize, and order visibility will drive differentiation and provide a competitive edge.



of shoppers expect the promised delivery/pickup time to be met.

Cost & Payments

Most retailers benchmark themselves against Amazon's shipping speed and Target's store fulfillment. Few do so against the outsized value their membership programs deliver to members, creating a lock-in effect that drives high retention, repeat orders, and customer lifetime value.



of shoppers value unlimited free delivery programs and offerings from retailers.

360-Degree Service

In the omnichannel world transparency, convenience, and relevant, personalized communications are pillars of trust and satisfaction.



of shoppers remain loyal to a retailer with self-service return processes.

See Who's Leading the Way

Included in the 2023 Omnichannel Experience Index are assessments of 115 retailers across 7 different industry sub-segments. The complete list of assessed retailers is provided here.



Don't Miss your Chance to Stay Ahead of the Curve

Gain a unique vantage point into the minds of customers, showcasing their preferences and behaviors. This report unlocks a wealth of knowledge that will empower you to make informed decisions, optimize strategies, and ultimately create exceptional, seamless experiences across all channels.

Read the 2023 Omnichannel Experience Index report now and transform the way you engage with your customers.