Retail Rocket
Omni-channel Solution

What is Omni Channel?
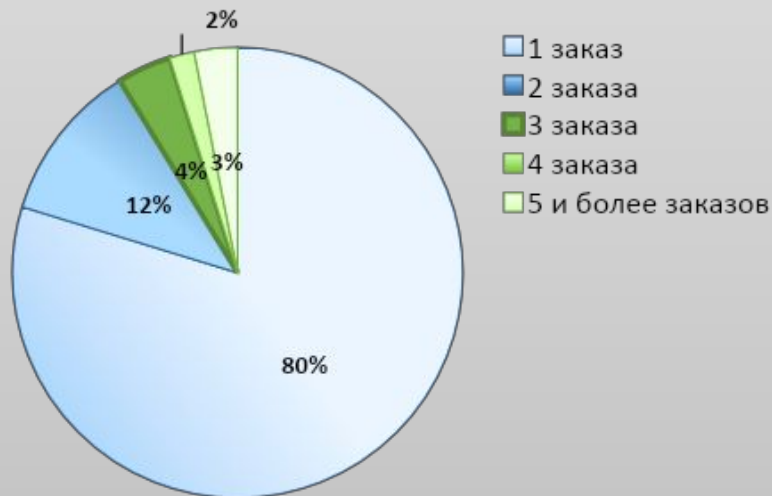

Single Channel | Multi-Channel | Omnichannel

Customer can choose the most suitable channel of buying and interact not with a offline shop, but with the brand: doesn't matter what sales channel he came through – the same prices, special offers and products are available.
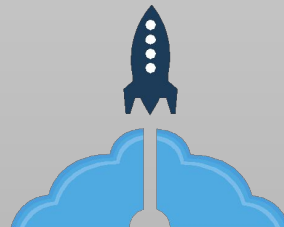
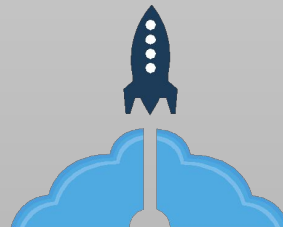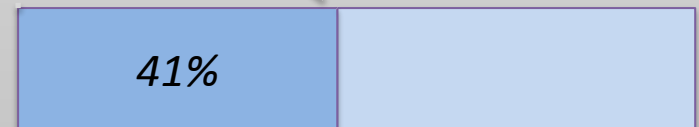# What are the single channel approach problems?

☹ *Offline retail customers flow away to competitors' online shops*

☹ *Single Ecommerce channel revenue is small compared to offline retail*

☹ *Low retention rate (repeat customers generate a lot of business)*

Pie chart legend:
- 1 заказ
- 2 заказа
- 3 заказа
- 4 заказа
- 5 и более заказов

Pie chart values: 2%, 3%, 4%, 12%, 80%
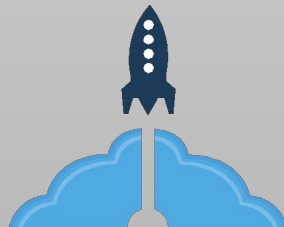
Average repeat customers share

8%

Average revenue share from them

41%

How to solve those problems?

1. Have a great service

2. Invest in your brand

3. Use rewards and loyalty programs
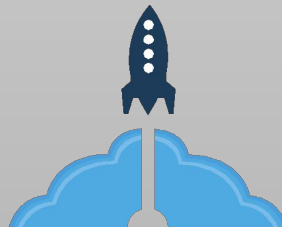
4. Constantly communicate with your customers

How to solve those problems?

1. *Have a great service*

2. *Invest in your brand*

3. *Use rewards and loyalty programs*

4. **Constantly communicate with your customers**

There are a lot of books about this

And almost nothing about this

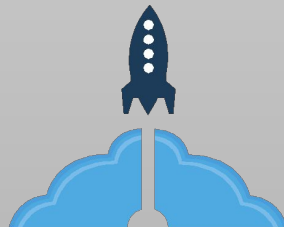## You can use Big Data for automated communication with your customers!

How can Retail Rocket Omni Channel solution helps with automated communication?

1. Retail Rocket platform gathers data about the purchase history, user interests, price ranges, etc.

2. Based on this data our proprietary algorithms predict products that are most likely to be bought.

3. Personalized offers are sent by email, text messages, PUSH notifications in mobile apps and any other channel of communication.
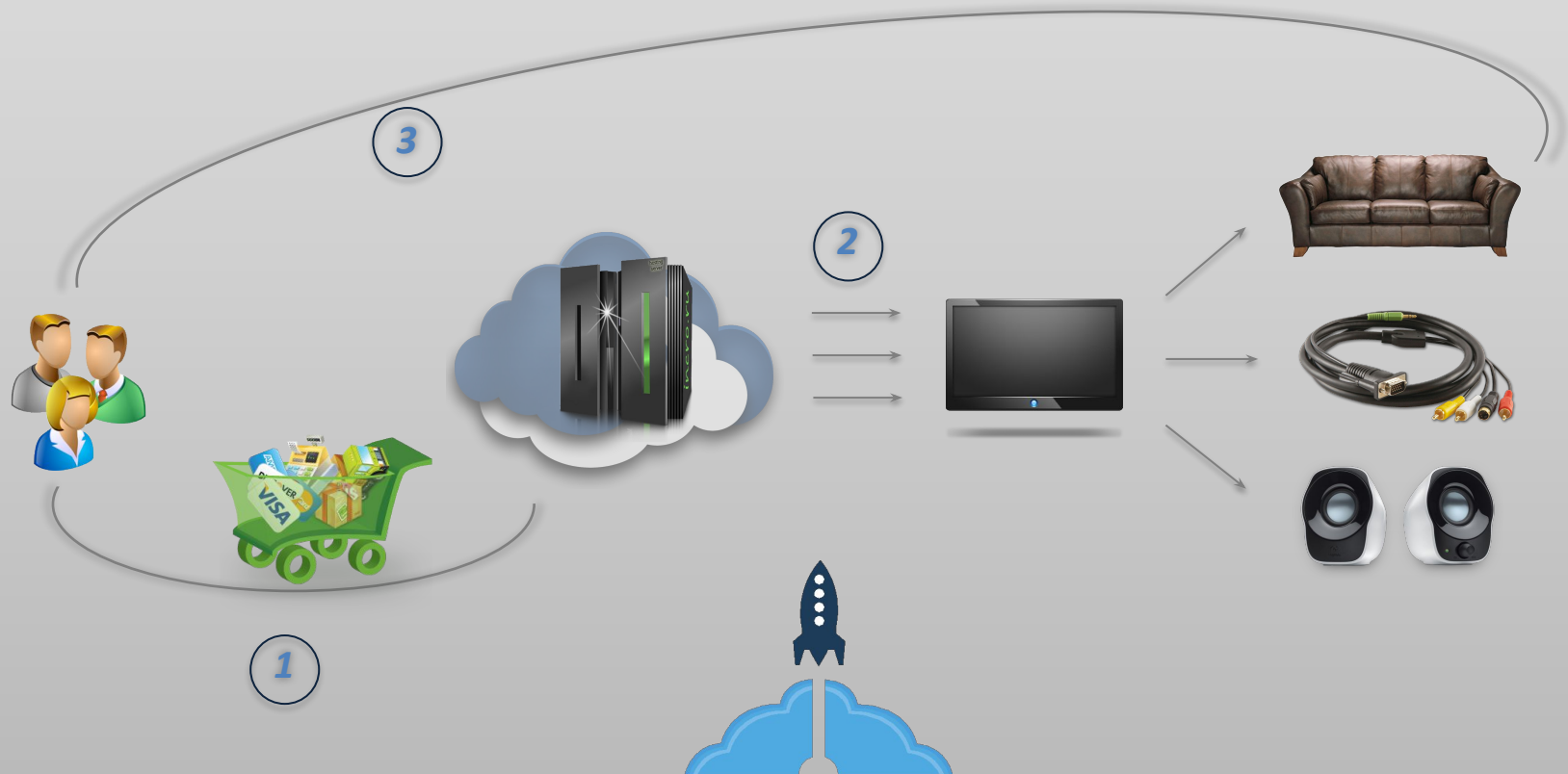
What mechanics are used?

1. Complementary products based on the latest transaction

Real life example:

Customer bought: *Automated email based on purchase:*

What mechanics are used?

1. *Complementary products based on the latest transaction*

2. *Next best offer prediction*

Next best offer prediction algorithm

1. Retail Rocket analyzes the sequences of purchases of your customers

2. Statistically significant sequences are determined

3. By making a purchase (even the first one), any customer is placed in the sequence and the next steps of the sequence are used for prediction.

1 → 2 → 3 → 4 → 5 → 6 → 7 → 8

Next best offer prediction algorithm

+ *From our experience, each purchase is a step on a multiple sequences*

+ *Different sequences are distributed in time*

Real life example of Next Best Offer prediction
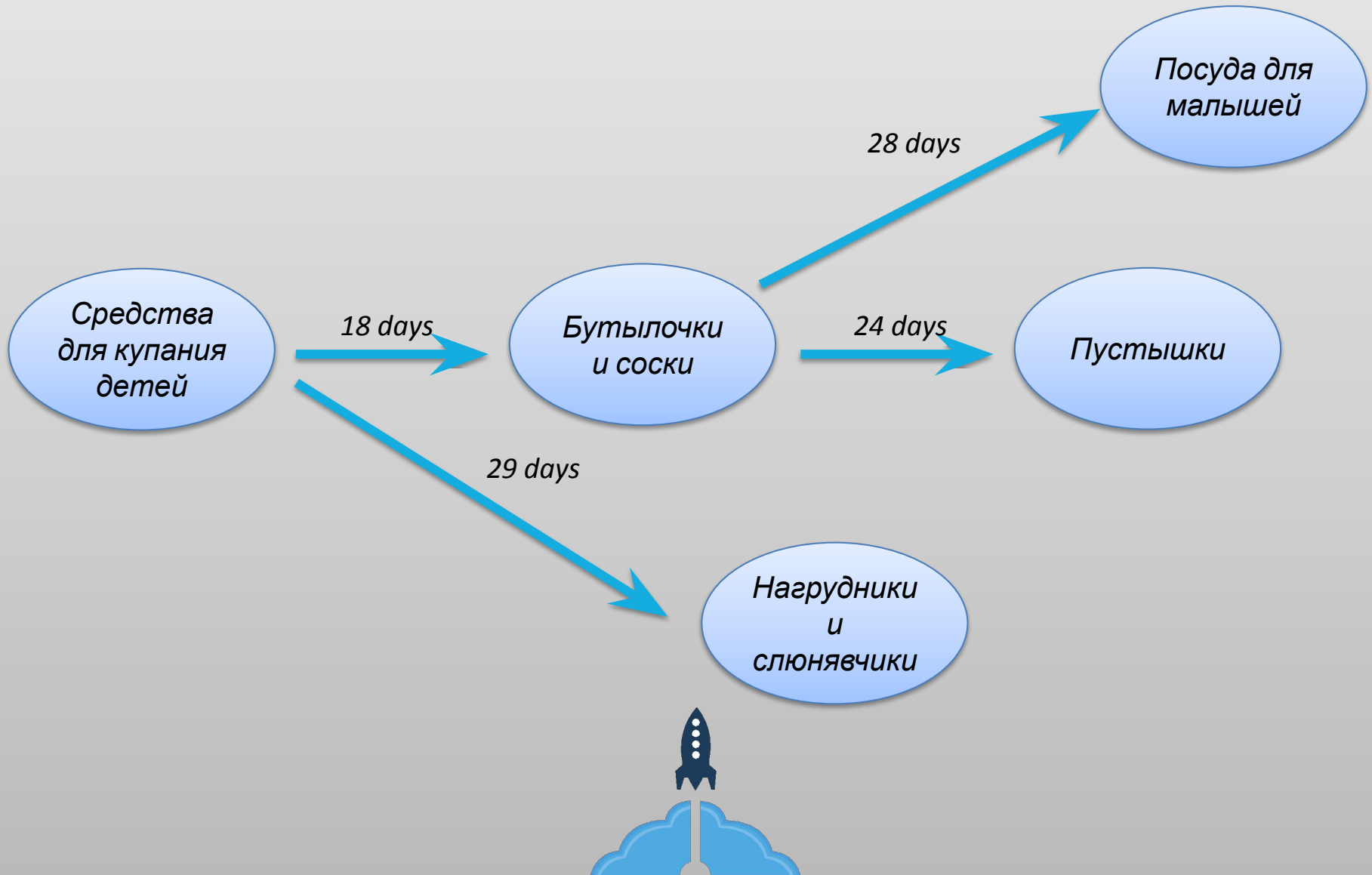
Средства для купания детей → *18 days* → **Бутылочки и соски**

Бутылочки и соски → *28 days* → **Посуда для малышей**

Бутылочки и соски → *24 days* → **Пустышки**

Средства для купания детей → *29 days* → **Нагрудники и слюнявчики**
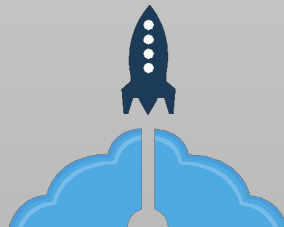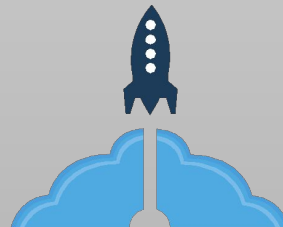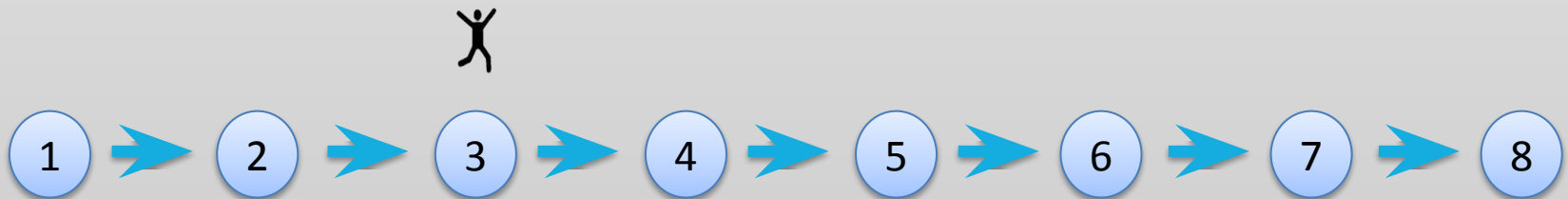
What mechanics are used?

1. Complementary products based on the latest transaction

2. Next best offer prediction

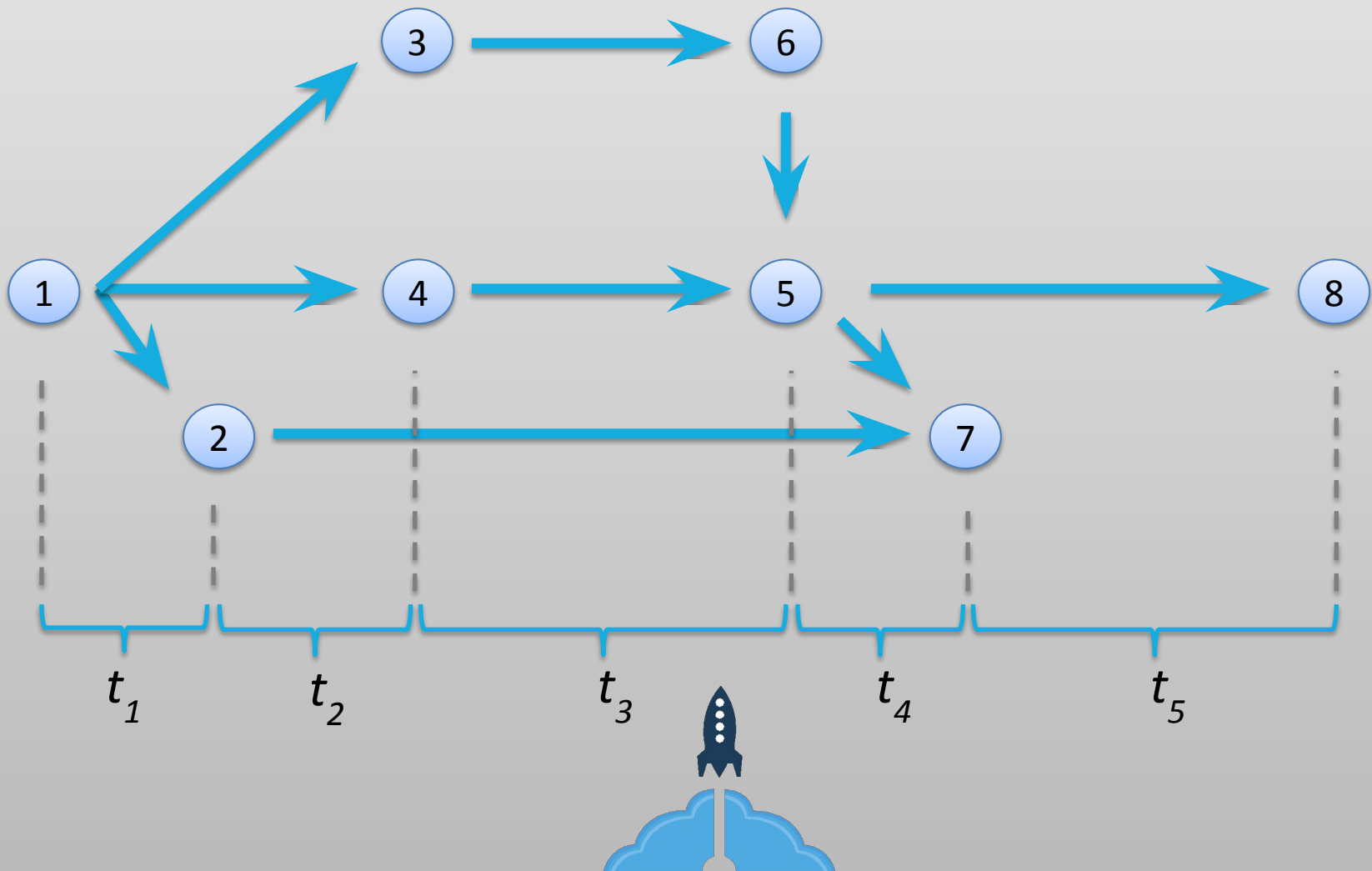*3. New products that match user's interest (works best for fashion and entertainment – books, games, movies, etc.)*

4. Recurring purchase offers (food, health & beauty, consumable accessories, etc.)
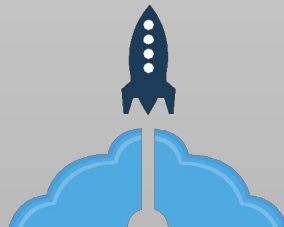
What does it bring to your business?

1. *Your offline retail customer stays goes to your ecommerce instead of going to competitors.*

2. *In average, 15% – 20% offline traffic is directed to Ecommerce website*

3. *About 50% of those website visitors are new and never been to your website before*

4. *Average last-click conversion rate from visits to orders is 2%–5% (depending on your product category). Post-click conversion is 2–3 times higher!*

5. *You boost etention rate, customer lifetime value and other critical KPIs for your business.*
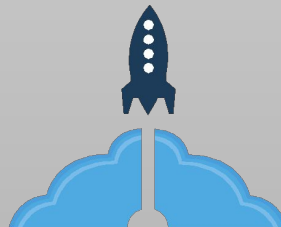
Let's discuss the omni channel project for your business!

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