

Why going Omnichannel is worth it!

91% greater year-on-year customer retention rates for businesses that adopt omnichannel strategies compared to businesses that don't. ¹

On average consumers will use up to 6 touch-points when buying an item across multiple channels. ²

Over 35% of customers expect to be able to contact the same customer service rep on any channel. ³

Companies with extremely strong omnichannel customer engagement retain on average 89% of their customers, compared to 33% for companies with weak omnichannel customer engagement. ⁴

38% of consumers have used their mobile device to check stock in a store while travelling there. ⁶

Shoppers who use multiple channels have a 30% higher lifetime value than those that just use one channel. ⁵

39% of people would not visit a physical store if they could not see the physical store's stock online. ⁷

Sources:

1. Aspect software survey
2. Marketing Week
3. Zendesk
4. Aberdeen Group
5. Google
6. Forrester
7. Forrester