



# The Complete Guide to Omnichannel Fulfillment

**Providing a Seamless Experience Is Essential,  
but Getting Omnichannel Right Is Far From  
Straightforward**

# What Is Omnichannel?

The term “omnichannel” emerged in the early 2010s with the rise of ecommerce and the increasing integration of digital technology into retail operations. The word itself is a combination of the Latin prefix “omni,” meaning “all,” and the English word “channel,” which refers to the various methods consumers use to interact with businesses, such as brick-and-mortar stores, online websites, social media platforms and so on.

Merchants seeking to create a seamless, integrated consumer experience across all channels are making their operations omnichannel. A successful omnichannel strategy makes it easy for consumers to shop and interact with merchants in the way that best suits their needs, whether that’s online, in-store, or on the go.

## How Does Omnichannel Differ From Traditional Retail Models?

The primary way omnichannel differs from traditional retail models such as wholesale and direct-to-consumer (D2C) is by integrating multiple channels.

Omnichannel places a strong emphasis on creating a personalized, convenient and consistent consumer experience. For this to function across all channels, businesses need to use data and technology to track consumer behavior and preferences, as well as provide popular delivery options like Buy Online, Pick Up In-Store (BOPIS).

Omnichannel approaches tend to blur the traditional boundaries between wholesale and D2C models. Merchants may sell products through their own channels, as well as through third-party retailers, marketplaces and distributors.

An omnichannel strategy relies heavily on technology to manage inventory, fulfillment, and consumer data across all channels. This includes technologies

like customer relationship management (CRM) software, inventory management systems, and order management platforms.

**The popularity of omnichannel represents a shift in the way merchants think about consumer engagement, combining the best aspects of both traditional wholesale and pure D2C models to create a seamless, integrated shopping experience for consumers.**



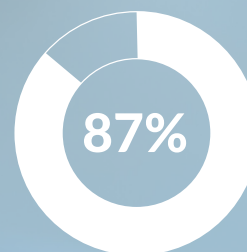
## WHY IS OMNICHANNEL SO IMPORTANT?

Retail leaders widely agree that adopting an omnichannel strategy is critical to achieving business success, with **87% voicing this opinion**.<sup>1</sup> Nonetheless, the main driving force behind the popularity of omnichannel can be attributed to a shift in consumer behavior.

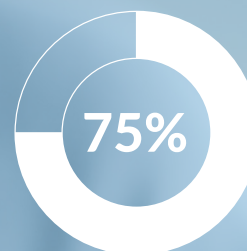
Commerce has evolved significantly — **today almost 75% of consumers use multiple channels during their shopping journey**.<sup>2</sup> The pandemic brought about substantial change to how consumers shop. Preferences that became commonplace during these times have become permanent expectations, for example, **nearly 90% of consumers expect brands to offer omnichannel experiences across online and in-store channels and touchpoints**.<sup>3</sup>

For brands and retailers, this means the cost of not offering an omnichannel experience is significant. **Omnichannel shoppers make purchases 70% more often and spend around 34% more than people who shop exclusively in stores**.<sup>4</sup> What's more, they have a 30% higher lifetime value than those who shop using only one channel.<sup>5</sup>

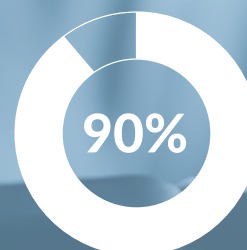
The good news is that the popularity of omnichannel offers merchants an opportunity. **Those that cater to omnichannel shoppers by providing a robust multi-channel experience are likely to see a 20% boost in total revenue**.<sup>6</sup>



*Of retail leaders widely agree that adopting an omnichannel strategy is critical to achieving business success*



*Of consumers use multiple channels during their shopping journey*



*Of consumers expect brands to offer omnichannel experiences online and offline*



*Omnichannel shoppers make 70% more purchases*



*Omnichannel shoppers spend 34% more than people who shop exclusively in-store*



*Offering a robust multi-channel experience can boost total revenue by 20%*

<sup>1</sup>ResearchLive, "Retailers struggling to master omnichannel," December 2017

<sup>2</sup>Salesforce, "State of the Connected Customer Report," July 2021

<sup>3</sup>ESW, "2023 Consumer Trends: Omnichannel, BNPL Set to Dominate," December 2022

<sup>4</sup>Chain Store Age, "Omnichannel customer retention is critical as in-store traffic returns," November 2022

<sup>5</sup>ThinkwithGoogle, "Omnichannel shoppers: An emerging retail reality," March 2015

<sup>6</sup>ESW, "2023 Consumer Trends: Omnichannel, BNPL Set to Dominate," December 2022

# The Key Challenges of an Omnichannel Strategy

Brands that aren't offering an omnichannel experience typically fall into one of two categories: Either they are seeking to transition from a pure D2C model to include wholesale, or they are traditional wholesalers who want to gain greater control and profits by also selling direct-to-consumer.

**With so much uncertainty in today's economic climate, it's no surprise that more and more brands are attempting to diversify their distribution.** In 2022, prominent D2C brands such as Peloton and Glossier expanded their business models by venturing into third-party sales. Meanwhile, brands that were more focused on wholesale decided to prioritize D2C sales.

**Considering 88% of consumers favor purchasing directly from a brand when given the option,** ensuring all products are available for D2C sales seems like a prudent choice.<sup>7</sup> However, for brands with fewer resources than retail giants, transitioning to selling direct-to-consumer is not so straightforward.

For one, the logistical changes involved are significant. Warehouses that are designed for business-to-business (B2B) fulfillment aren't easily adapted for the shipment of onesie-twosie products. Furthermore, making a move into D2C also comes with the risk of straining relationships with retail partners, who may feel like they're being cut out from the deal.

Considering these factors, many brands have identified the value of collaborating with their retail networks for fulfillment. While this strategy is logical, its real-world implementation can prove problematic.

+91%

*Businesses that adopt omnichannel strategies achieve 91% higher year-over-year customer retention rates compared to businesses that don't*



*9 out of 10 consumers value a seamless experience across channels that prioritizes convenience*

## Ensuring Consistency

Businesses that adopt omnichannel strategies achieve 91% higher year-over-year customer retention rates compared to businesses that don't.<sup>8</sup> Still, for brands to achieve such a high retention rate they need to understand what consumers really want.

**Almost 9 out of 10 consumers value a seamless experience across channels that prioritizes convenience.**<sup>9</sup> Recent studies show that top industry leaders are beginning to understand this, with 50% acknowledging that a seamless experience is the most important objective of their omnichannel strategy.<sup>10</sup>

While commerce giants might have the resources to implement an effective omnichannel strategy, specialty brands trying to ensure consistency across channels have to put a lot of trust in their retail network. Given how many established processes and technologies are bound to be in place, ensuring uniformity among retailers can be particularly daunting.

<sup>7</sup>Ecommerce Platforms, "88% of consumers prefer to buy directly from the brand," September 2021

<sup>8</sup>Loyalty360, "Survey: Businesses that Use Omni-channel Strategies Have Far Better Customer Retention Rates," January 2014

<sup>9</sup>Accenture, "Accenture Study Shows U.S. Consumers Want a Seamless Shopping Experience Across Store, Online and Mobile that Many Retailers are Struggling to Deliver," April 2013

<sup>10</sup>Retail TouchPoints, "2022 Omnichannel and Fulfillment Benchmark Report," December 2022 March 2015



## SAFEGUARDING DATA

To ensure the long-term success of an omnichannel strategy, it is crucial for a brand to have access to all relevant sales data.

Collaborating with retailers for fulfillment can address certain logistical concerns, but also severely impede a brand's capacity to gather data. Retailers may not be forthcoming and there may be data silos where information is neither shared nor integrated — making it difficult to attain a comprehensive understanding of consumer behavior.

Different retailers may utilize different systems for compiling and sharing data, and this lack of standardization — coupled with the technical challenges of obtaining data from a range of software — can easily limit the effectiveness of a brand's omnichannel strategy.

## MANAGING INVENTORY

When surveyed, **35% of retail executives stated that an omnichannel strategy has helped them to improve inventory optimization**, but when a brand's strategy involves relying on retailers, it can be hard to achieve such an outcome.<sup>11</sup>

For one, retailers often don't provide real-time visibility into inventory levels, which can result in stockouts or overstocks. Consumer behavior differs channel to channel, which means that even before taking into account the variety of independent businesses involved, forecasting demand across multiple channels can be difficult.

Those relying on guesswork for managing inventory need only look at the supply chain crisis and subsequent "bullwhip effect," which resulted in mass overstocking, as a warning that a more measured approach to inventory provides greater resilience.

## ENSURING SOFTWARE COMPATIBILITY

Effective software is essential for inventory, order management and fulfillment, but when retailers use different systems and there is a lack of standardization, it can be challenging for brands to collaborate with retailers.

There is a wide array of popular POS (Point of Sale) systems and CRM (Customer Relationship Management) software on the market, which means connecting brands to retailers frequently results in software incompatibility. **This incompatibility makes it hard to automate processes and can have devastating effects on a brand's capacity to offer a consistent omnichannel experience.**

When businesses with strong omnichannel strategies see a 3.4x higher return on investment than those with weak strategies, simply providing an omnichannel experience is not enough.<sup>12</sup> **For specialty brands to thrive, they need to find a way to sell both B2B and D2C, avoid channel conflict — and provide a seamless experience for consumers.**



<sup>11</sup> Retail TouchPoints, "2022 Omnichannel and Fulfillment Benchmark Report," December 2022

<sup>12</sup> Aberdeen Group, "The Business Value of a Best-in-Class Omnichannel Customer Experience," April 2016.

# How to Achieve Omnichannel Excellence

While providing a seamless omnichannel experience can be challenging, the good news for brands is a market-ready solution is at their fingertips.

Quivers is *the definitive Omnichannel Toolkit*. It's a sophisticated, powerful and all-encompassing software suite that bridges the gap between online and offline shopping while providing consumers with an exceptional omnichannel experience.

## Five-Star Fulfillment

The bar for delivery has been set high in recent years by ecommerce giants like Amazon. As a result, consumers now expect fast and reliable delivery — for free or at a very low cost.

Specialty brands hoping to go it alone and compete with Amazon have their work cut out. But **thanks to Quivers' form of collaborative commerce, these brands can easily leverage partnering retailers for fulfillment.** With Quivers' unique fulfillment software, products are closer to consumers than ever before — meaning delivery times are often slashed.

BOPIS shot to prominence during the pandemic and continues to be a popular fulfillment option, as evidenced by **54% of consumers saying they're more likely to purchase from a business that offers BOPIS.**<sup>13</sup> Quivers empowers the best of BOPIS. Consumers are able to make purchases where they want — on a brand's website — while receiving an excellent in-store experience from partnering retailers who are already familiar with the products.

Quivers also enables brands to offer **White Glove Delivery (WGD)** — a premium delivery service for products that require special attention during shipping due to size, weight, or complexity. Once again, brands can place their trust in the expertise of partnering retailers for a delivery method which often includes product setup, assembly or customization.

### WITH QUIVERS, BRANDS CAN OFFER:



**BOPIS**



**Curbside Pickup**



**Ship-from-Store**



**Ship-to-Store**



**Reserve Online, Buy In-Store (ROBIS)**



**White Glove Delivery**

<sup>13</sup> Chain Store Age, "Cyber Week signals look encouraging," November 2022





## CUTTING-EDGE DATA MANAGEMENT

Quivers' easy-to-use software makes the sharing of real-time data incredibly simple for brands and retailers. **With compatibility guaranteed and many processes automated, it's easier than ever before to get an accurate understanding of how a brand's omnichannel strategy is performing.**

Quivers offers a comprehensive range of reports, including conventional ecommerce data like "Best Customers" and "Shopping Cart Abandonment," as well as distinctive omnichannel capabilities such as a detailed breakdown of which retailers are fulfilling specific products. Brands can even see which retailers deliver products to consumers the quickest by accessing reports that provide information on delivery times — from the moment of purchase to the item's arrival at the consumer's doorstep.

Many brands using Quivers share data provided through the platform with retail representatives to help them make better-informed buying decisions. As a result, retailers often order products that might not sell so well in their own stores, but can be utilized for fulfilling orders made through the Quivers-optimized brand website.

Quivers is committed to providing regular updates to its software. Sell-Through Reports were recently added to the platform to help brands see the full picture of how their products are performing, even beyond the online demand.

**Any brand hoping to offer a successful omnichannel experience needs to be able to make data-driven decisions. The wide variety of data available through the Quivers Omnichannel Toolkit empowers specialty brands to make these decisions, optimize sales and boost profits.**

## Inventory, Fully In-Sync

While managing inventory levels between different channels has traditionally been challenging — particularly when brands and retailers are using different software — **Quivers Point-of-Sale Inventory Sync provides a fully-automated multi-channel inventory management solution.**

The software enables brands and retailers to automatically sync inventory in real-time, allowing for a more accurate representation of stock and extensive data which can be leveraged for restocking and future product development.

To ensure maximum compatibility, Quivers Point-of-Sale Inventory Sync integrates with all major POS systems, including Lightspeed, Counterpoint, Shopify, Rain, Quickbooks and more.



## All-Encompassing, Infinitely Compatible

The Quivers Omnichannel Toolkit is the one-stop provider of all the technologies and processes necessary to provide an excellent omnichannel experience. Quivers' ERP integrations and extensive plugins mean that compatibility with other systems is never in doubt.

### QUIVERS' SOFTWARE INCLUDES:



**HoverCart and Plugins**, which make product pages shoppable with a simple line of code.



**Dealer Locator**, which enforces online purchases before consumers visit retail stores for fulfillment.



**VIP Stores and Ambassador Relationship Management (ARM)**, which give brands full control to design, launch and track influencer programs.



**Quivers Pay**, which guarantees safe and simple payment processing.



**Quivers Pay Later**, which satisfies consumer demand for being able to pay in multiple, interest-free payments.

### Plus much more.

Specialty brands are coming to Quivers so that they can offer the best of both worlds: a seamless, omnichannel experience powered by retailers, coupled with a data-driven injection to their existing wholesale operations. Thanks to the adaptability of the Omnichannel Toolkit, this can be achieved with minimal changes to operations — and a remarkable return on investment.





## Conclusion

Providing a seamless omnichannel experience is imperative in the modern world of commerce. Brands that neglect omnichannel will at the very least, fail to reach their full commerce potential. Making the transition from a focus on wholesale to a full omnichannel offering can be challenging, but with the right strategy and the right software, a significant boost in efficiency, consumer satisfaction and revenue is very achievable.

## Common Outcomes of an Omnichannel Strategy

*Our clients can expect to:*

- Improve the customer experience
- Launch highly successful online stores
- Grow wholesale distribution
- Provide a seamless, consumer-first omnichannel experience
- Dramatically improve sales figures
- Strengthen retailer relationships
- Take full control of their commerce environment
- Reduce shipping times
- Offer more flexible, reliable, and faster fulfillment
- Reduce stockouts and overstocking
- Eliminate channel conflict
- Increase levels of customer service satisfaction
- Improve ROI on marketing spend
- Save time on vital processes

# Learn More About Quivers

To find out how we can help with your specific challenges, request a demo to learn more or visit us at [www.quivers.com](http://www.quivers.com).

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Quivers is the leading omnichannel toolkit for specialty brands. Quivers provides specialty brands complete control of their omnichannel ecosystem—including retail partners, pro consumers, employees, marketplaces, and more. Quivers bridges the gap between online and offline shopping by offering specialty brands unique ecommerce features to drive performance while also powering the very best in local in-store fulfillment for their consumers. Ultimately, Quivers helps brands create a better consumer experience, increase ecommerce sales, improve sell-in, reduce stock-outs, and ship faster and more efficiently, all while maintaining a healthy B2B channel. For more information, please visit [www.quivers.com](http://www.quivers.com).