

OMNI-1000 Global



OrderDynamics' Omni-1000 is fact-based research, investigating a total of 1010 retailer websites worldwide. The ground-breaking international study analyzed true omnichannel capabilities, first hand. This cheatsheet highlights what global retailers need to know to improve their omnichannel strategies.

1 **37.0%** of global retailers offer click and collect or Buy Online Pickup In-Store (BOPIS) services. Globally, retailers need to catch up in order to meet the demands of current customers.

2 **88.8%** have ecommerce capabilities. This is in line with researcher expectations of Western countries. Ideally, all retailers should allow for online purchases.

3 Surprisingly, a large number of retailers with click and collect capabilities **do not advertise this offering to their customers!** Another major surprise is that the US being a world leader in marketing, was worst at advertising in-store pickup offerings.

4 **68.4%** of all retailers provide basic inventory visibility to online customers. **35.2%** provide store level inventory. On all accounts, BOPIS capable retailers were most equipped to provide inventory visibility at the basic, store level, and detailed levels.

5 **7.0%** provide detailed inventory information down to the store count. This tragic figure needs to be improved, because it the most informative for shoppers.

6 **59.9%** of retailers allow shoppers to Buy Online Return In-Store (BORIS). When focusing on click and collect retailers, the percentage drastically improves to **82.6%**.

7 Merchants in **Australia, UK** and **Nordic** regions are the least generous with the 'days to return items' terms.

8 Three retail sectors least inclined to offer free shipping are the **DIY | Auto | Indust., Toys | Hobby | Sporting**, and **Electronics** businesses. This is often due to the nature of their products in terms of sizing and price. The **Home Furnishing** sector, was the most likely to offer free shipping.

9 The larger the retail chain, the more likely a consumer will be able to place a click and collect order. Retail chains larger than **250 stores are twice as likely** as chains of 10-50 stores, to offer click and collect services.

10 Free shipping is prevalent throughout the ecommerce market landscape. Compared with those retailers that have an ecommerce presence, **75.7%** offer free shipping with a minimum.



Click [here](#) to download the full Global Omni-1000 report.

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