

OMNI-1000 Australia



OrderDynamics' Omni-1000 is fact-based research, investigating well over 1000 retailers around the world. A total of 200 websites have been researched for the Australia portion of this study. Here are the key points Australian retailers need to know about omnichannel.

- 1** Most Australian retailers with an eCom-merce site (**74.2%**) provide a free shipping offer with a minimum purchase. Most minimum order values are above **\$50**.
- 2** Buy Online Pickup In-Store (BOPIS), or click and collect, is evident in **25.5%** of today's Australian retail sites.
- 3** Of all the retailers included in the study, **79.5%** have basic inventory visibility. It is a good start, but only **14.0%** provide detailed information about the exact number of units available at a particular location. This increases by three percent for omni-channel retailers.
- 4** Huge red flag for Australian retailers: Although **69.2%** will have an order ready for pickup ready within 24 hours, **7.7%** state a 1-2 days delay. Even worse is that **23.1%** commit to 2 or more days. Click and collect should save a customer's time, compared to shipping an order to their homes!
- 5** Returns are done well in Australia. Most return policies (**86%**) are clear, and mostly jargon free. Most important is that even among multi-channel retailers, **55.9%** allow customers to buy online and return in-store (BORIS).
- 6** It is shocking that although **66.7%** of click and collect merchants advertise it on the first page, **33.3%** offer the service but only announce it in the final stage of the sale!
- 7** Click and collect adoption in chains with over 250 stores is **more than twice** that of smaller retail chains with 10 – 50 stores.
- 8** **57.0%** of Australian retailers offer Buy Online Return In-Store (BORIS). Knowing that in-store returns are also very important to shoppers, Australian retailers have an opportunity to highlight that customers can return online purchases directly to physical, bricks & mortar stores.
- 9** **One third** of Australian retailers show click & collect options **ONLY** at the end of the online purchasing journey. This is a major missed opportunity for the select few retailers that actually offer the convenience of this service. Inform your customers of it right away on the home page.
- 10** Australian retailers can improve their returns strategy. **24.0%** do not state their returns policy, or are unclear about the number of days customers have to return an item.



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

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