

OMNI-1000 UK



OrderDynamics' Omni-1000 is fact-based research, investigating well over 1000 retailers around the world. A total of 200 websites were researched for the UK portion of this study. However, this cheatsheet highlights the key points UK retailers can use to their advantage.

- 1** The UK is the most advanced retail omni-channel market researched for the study. The current click and collect adoption is at **67.0%** of today's British retail sites.
- 2** **93.5%** of UK retailers have ecommerce abilities. This is a basic part of retail, and is required for omni-channel abilities.
- 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** It is odd that **two-thirds** of the retailers in the UK offer free shipping with no minimum purchase. This has the potential to erode margins, and also **loses the opportunity** for customers to purchase more items from a retailer to fill their basket.
- 5** It is troubling that **42.6%** of merchants only commit to orders being available for pickup two or more days after the order is placed! There is **no point** of offering a click and collect service if it takes longer to receive the merchandise through this means, than via home delivery.
- 6** It is shocking that although **53.7%** of click and collect merchants advertise it on the first page, **46.3%** offer the service but only announce it in the final stage of the sale!
- 7** Most retailers only offer one pickup option (in-store) at **81.3%**. The more options you offer, the more you stand out as a retailer.
- 8** Clearly, omni-channel has a significant impact in **overall retail performance**. Most of the retailers offering click and collect in the UK also offer Buy Online Return In-Store (BORIS). This plays an integral part in making the entire customer journey seamless.
- 9** The most prevalent return allowances are 0-29 day returns range at **50.5%**, and 30-59 days at **31.0 %**. Since the UK is advanced in omni-channel practices, returns flexibility could be a significant differentiator for shoppers. Perhaps 365 day returns...
- 10** The lowest pickup delay average is the 51-100 stores category. Another oddity in the UK retail market is that the pickup **delay increases for 101-250 stores**, as usually, larger retail chains are more adapted to the importance of omni-channel services.



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

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