

OMNI-1000 USA



OrderDynamics' Omni-1000 is fact-based research, investigating well over 1000 retailers around the world. A total of 330 websites were analyzed for the USA portion of the international study. This cheatsheet highlights facts from the study that could significantly benefit American retailers.

- 1** Only one in five (**29.1%**) American retailers offer click and collect (BOPIS) to shoppers. This is a significant opportunity for retailers to leverage order management technologies, and still be early entrants.
- 2** **89.4%** have ecommerce capabilities. It is surprising that, at this point, not all US retailers allow customers to purchase online. Customers expect this as a starting point.
- 3** A quarter of American retailers offer free shipping at **no minimum basket value**. Not setting a minimum basket size for free shipping is a risky move that can result in significant margin-eroding shipping fees. Setting a higher minimum order value means customer will tend to purchase more.
- 4** **63.3%** of all retailers provide basic inventory visibility to online customers. **27.0%** provide store level inventory, and **7.3%** provide detailed inventory information down to the store count.
- 5** Across American retailers actively providing in-store pickup services, only **38.5%** advertise or call it out on their front page. Customers may not even know that the service is offered, until it's too late.
- 6** Most retailers offering BOPIS services (**83.3%**) expressly accept online purchases to be returned in-store (BORIS) Overall, **66.1%** of retailers in America offer BORIS.
- 7** **21.8%** of retailers, unfortunately, do not state their returns policy, or are unclear about the number of days customers have to return an item.
- 8** Significant, is the **low adoption of even basic inventory visibility** among smaller chains of **51-100 stores**. As in previous examples, this is expected to change as the adoption of order management systems grows with smaller and medium sized retailers.
- 9** Only **44%** of American retailers that offer in-store pickup services state that an order will be ready within a 4 hour window. This will improve with the popularity of converged commerce.
- 10** Despite the number of pickup options available, **88.5%** offer customers a single option, being the standard in-store pickup. This shows the novelty of omnichannel in America.



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