

Death by silo

The hidden killer strangling
omnichannel retail

So you're getting ready
for omnichannel commerce.
Makes sense.



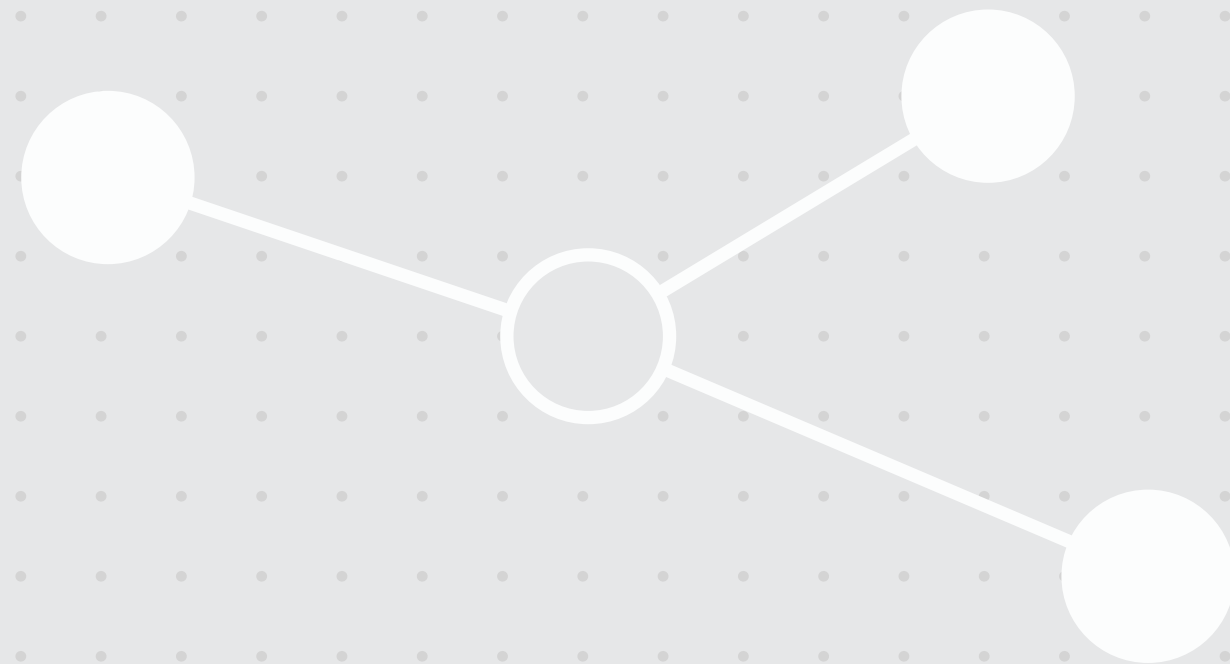
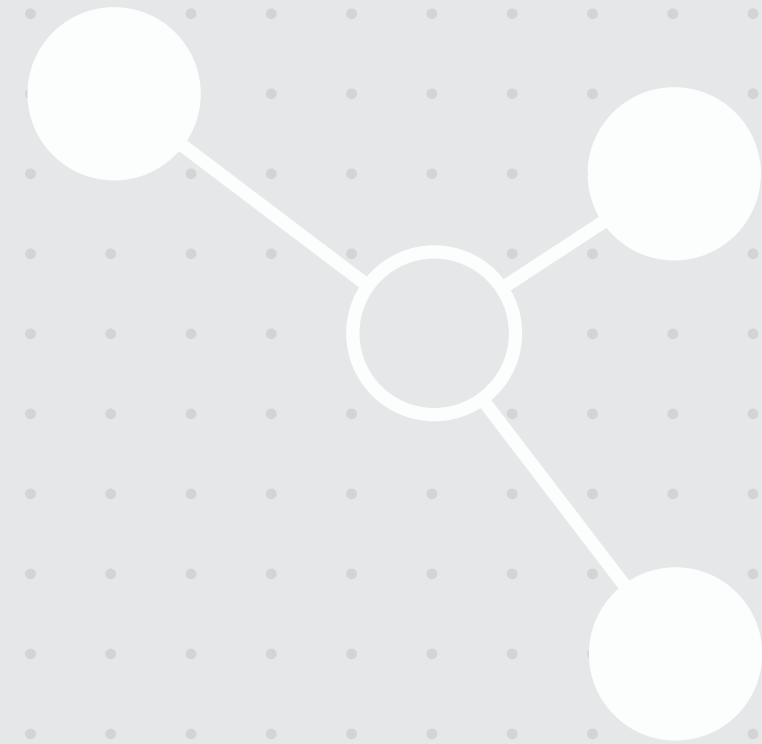
You've got (let's say)

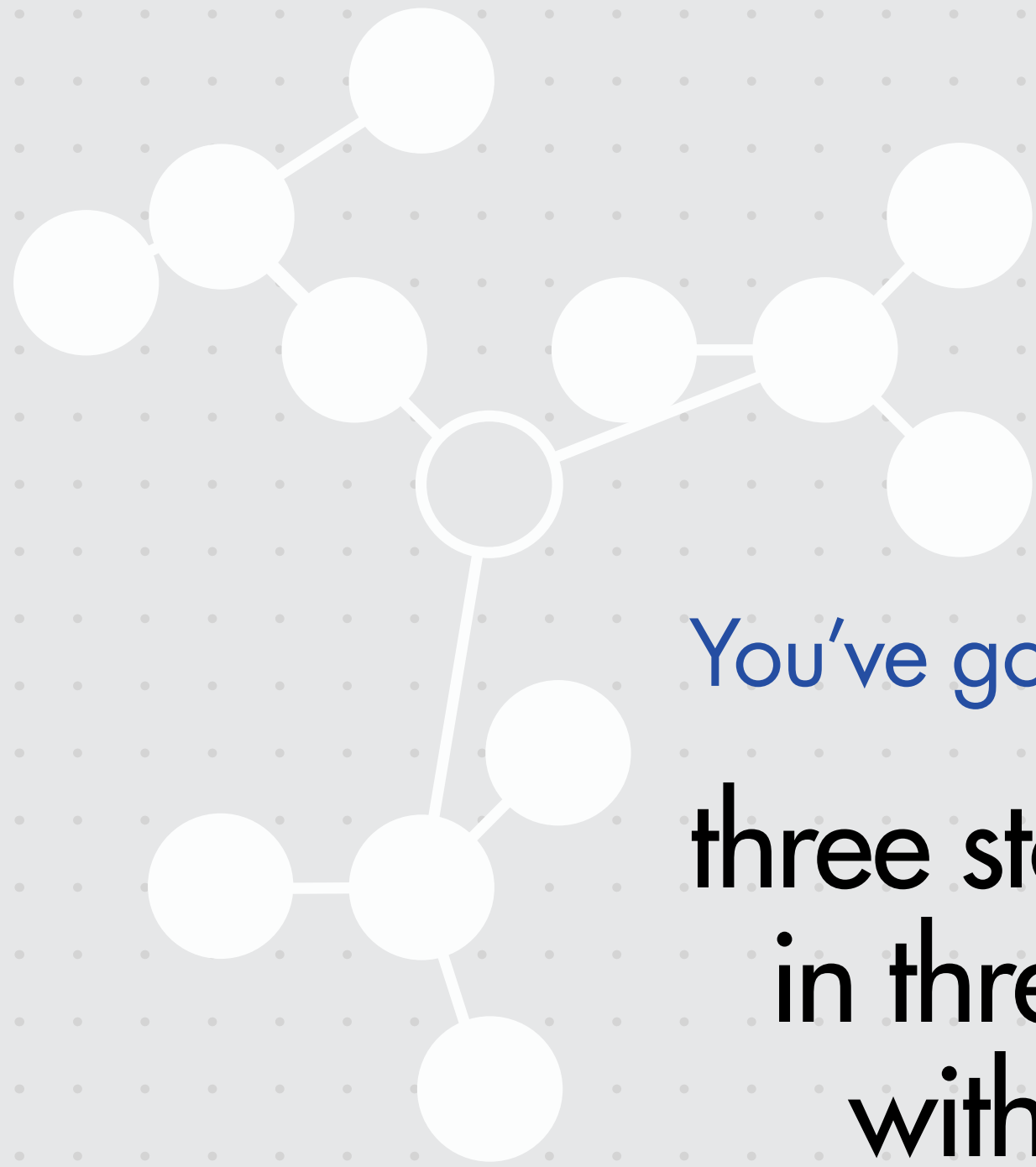
three stores





You've got (let's say)
**three stores
in three countries**





You've got (let's say)


**three stores
in three countries
with three websites**





You've got (let's say)

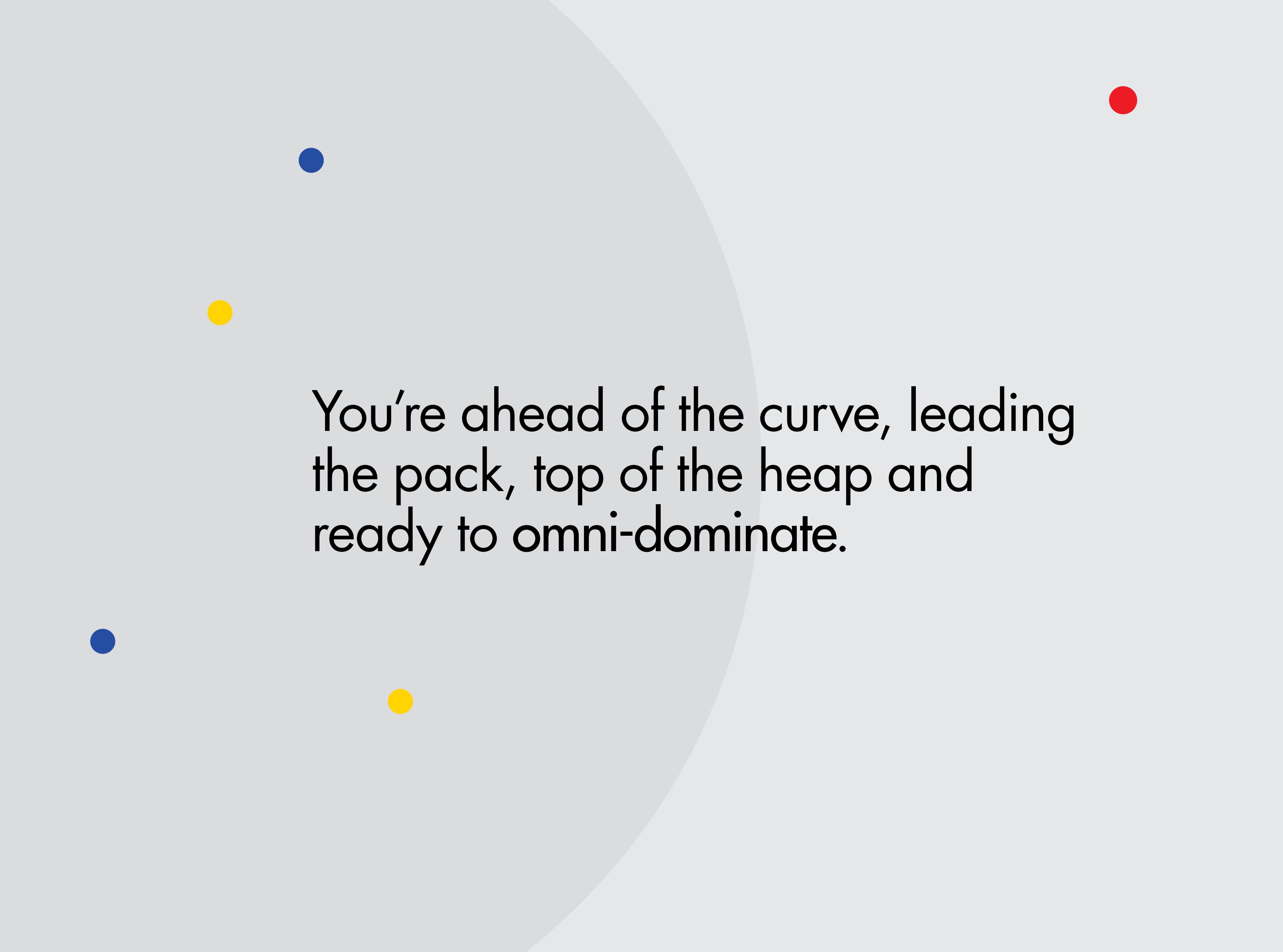
**three stores
in three countries
with three websites
and three mobile sites.**



You're even collecting all the right data about your customers and looking at them with the same set of eyes no matter where they're shopping from.



You're getting that all-important
'single view of the customer'!



You're ahead of the curve, leading the pack, top of the heap and ready to omni-dominate.

It isn't working.

Your cart abandonment rates
are through the roof in three
different countries,

and your mobile conversion
rate has barely budged in
three months.

Your returns rate is as high
as it's ever been,
and customer service keeps
getting calls about product
UE23F5000 that they still haven't
figured out how to answer.

Why?

Because you forgot why
your customers came
to you in the first place.

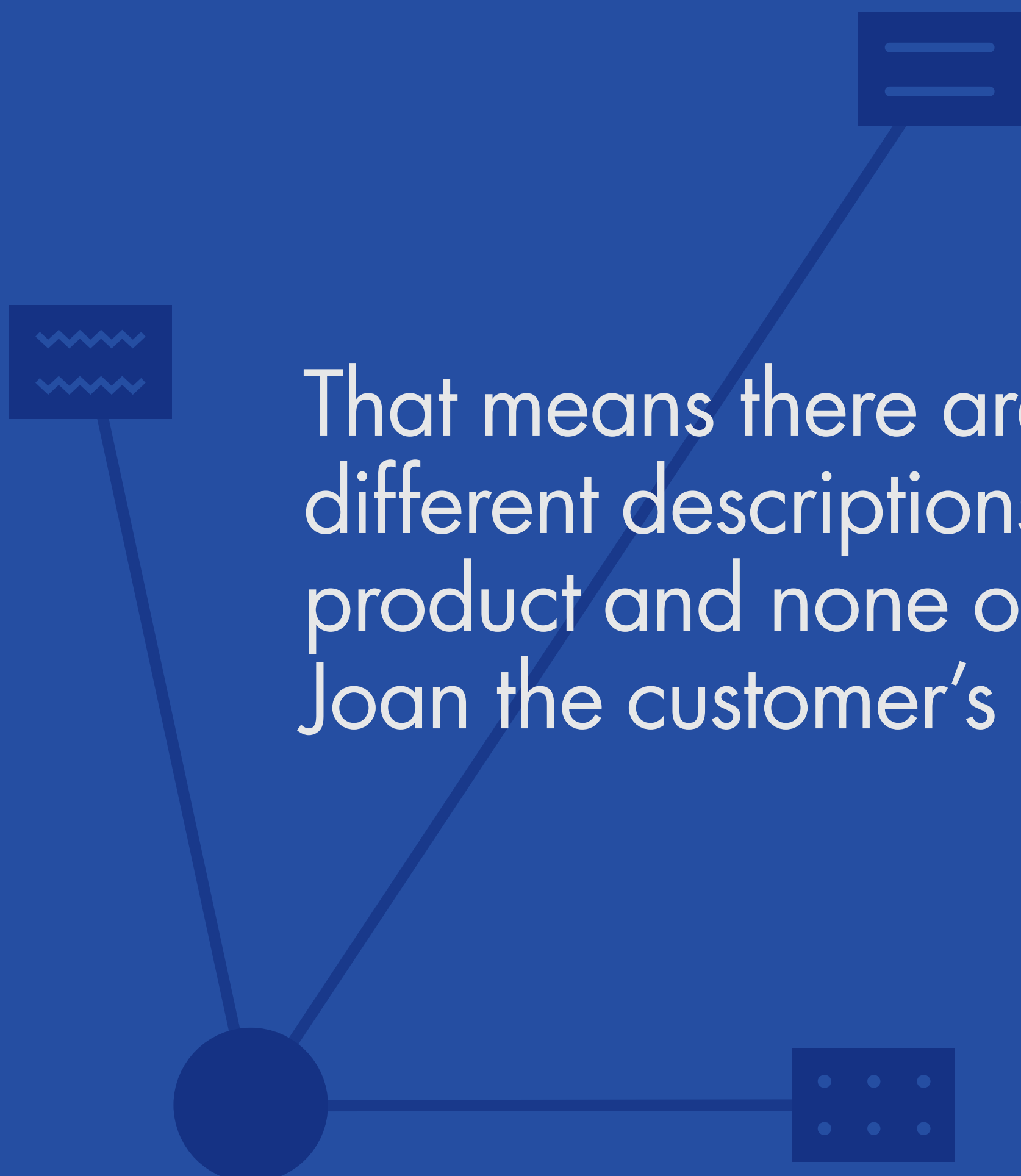
They came to find out
about your products.

U D I O Y U
M N I R T D
R R P D O
I A O R T M
M T B E P
A O A
M T F Y
P I
O U D
A Y O
D I R M E
R S I Y D
M E T O U
R D F A N
N O R I S F

But your product information is a

Turns out Becky in Berlin,
Ned in New York and Laura in
London all have three different
product information repositories.

And they've never even
shared them.



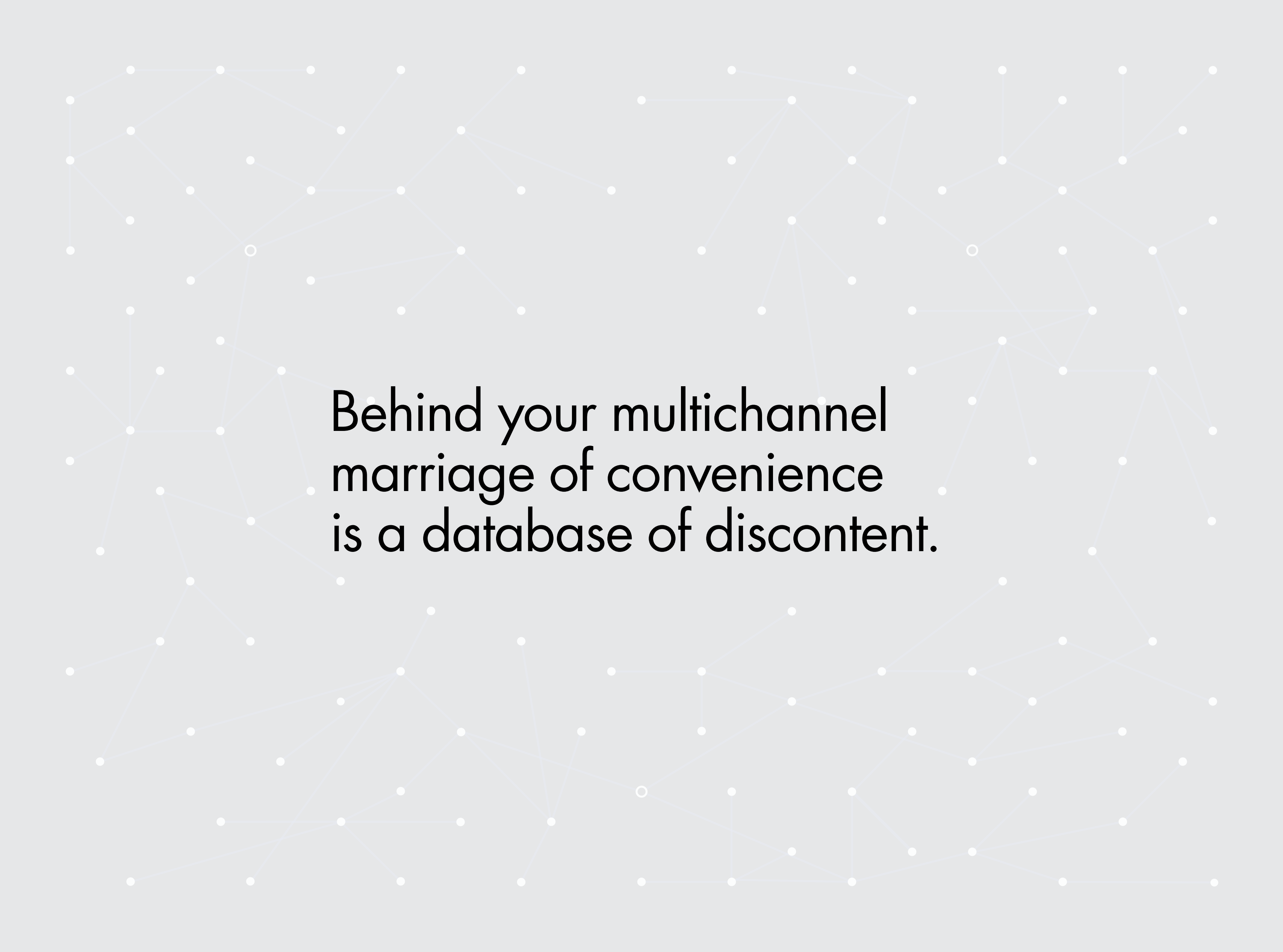
That means there are three different descriptions of the same product and none of them answer Joan the customer's question:

"How the heck do I wash it?"

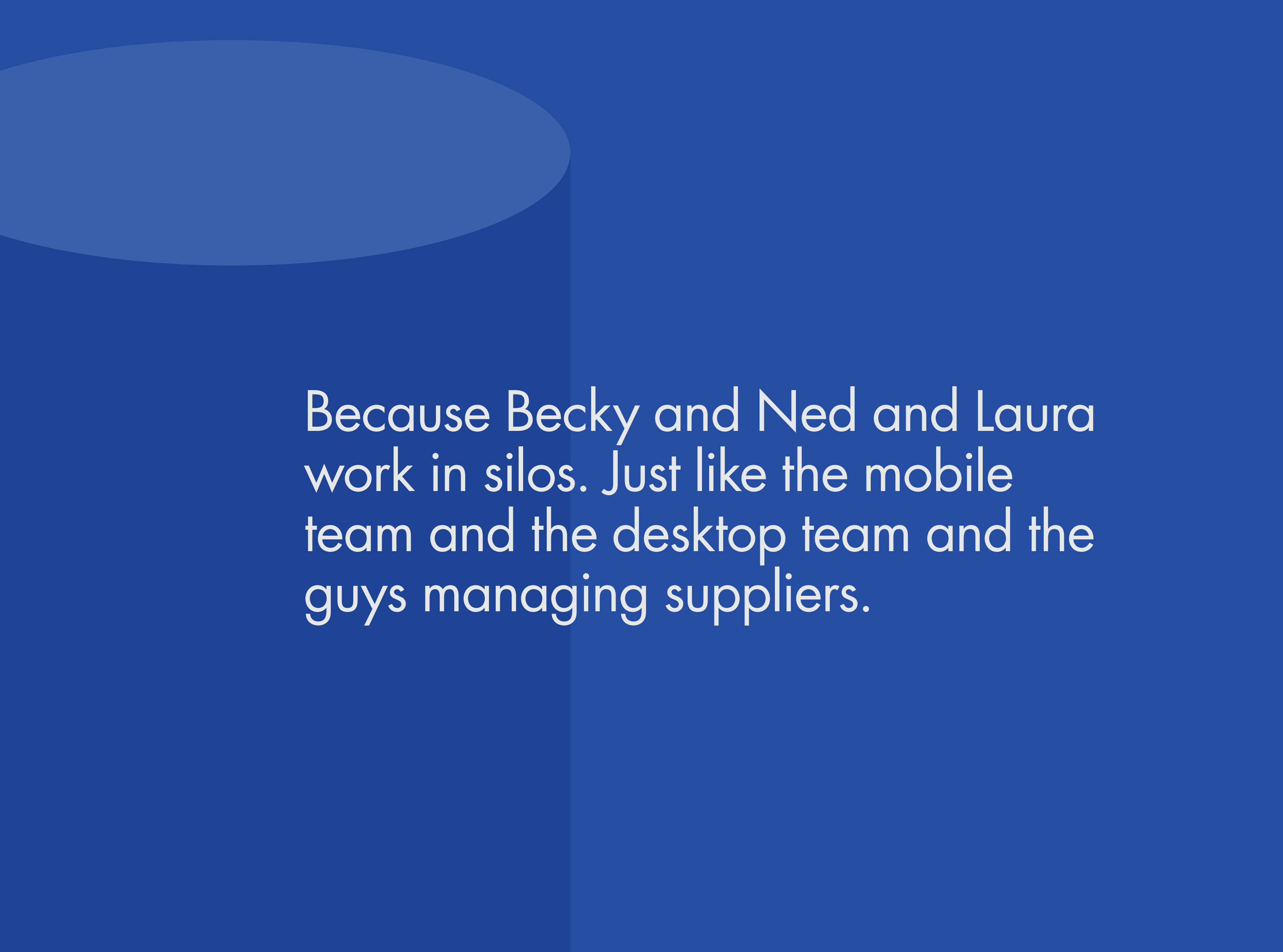
How did this happen?

How did we get to three stores
in three countries with three
websites and forget if you're
supposed to tumble dry?





Behind your multichannel
marriage of convenience
is a database of discontent.



Because Becky and Ned and Laura work in silos. Just like the mobile team and the desktop team and the guys managing suppliers.

And you might've heard this one before, but

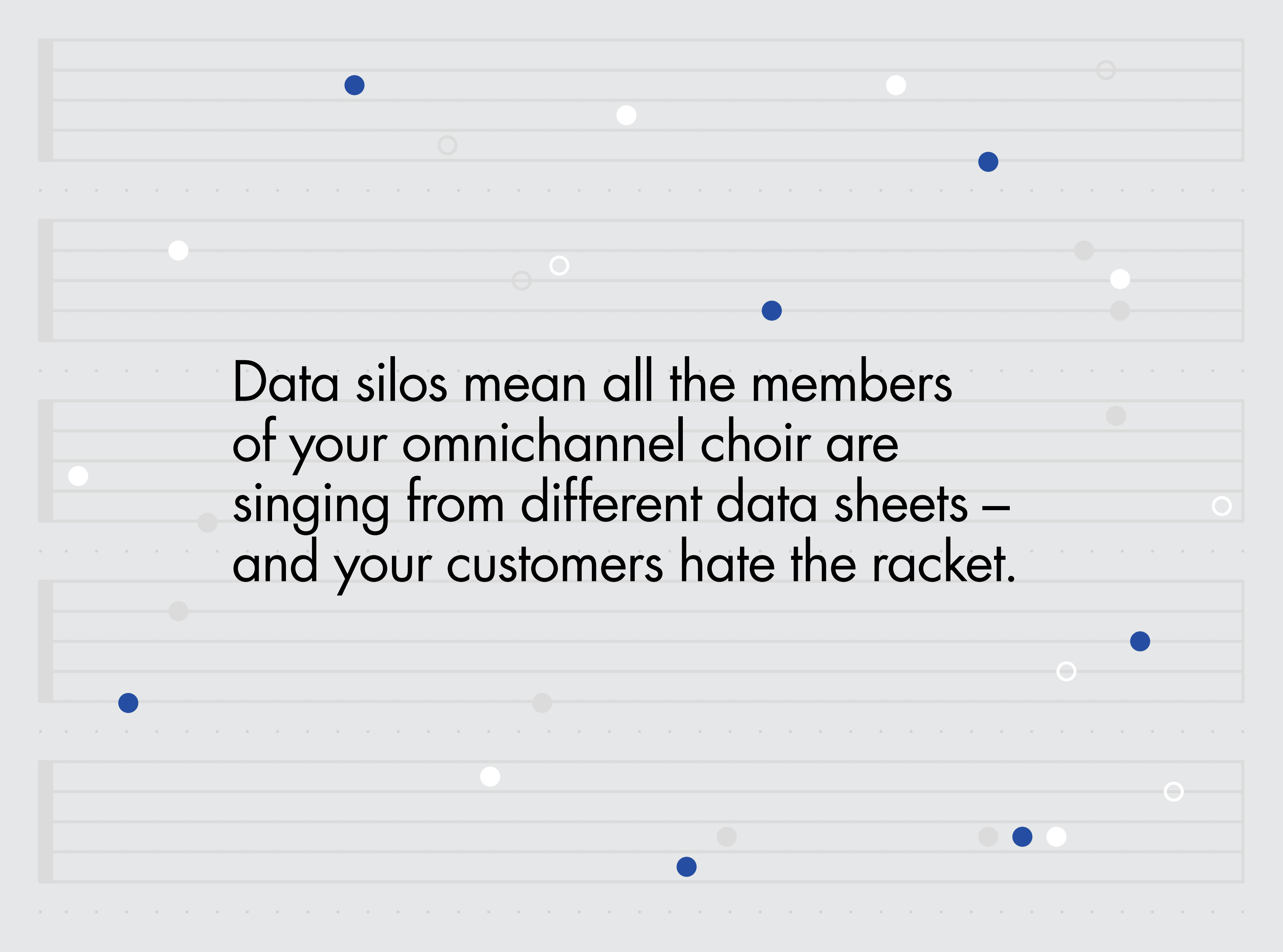
silos strangle.

And data silos are the worst.


Data silos make you look dumber than you really are.

Data silos mean that each of your channels can't learn from (or inform) interactions in the others.





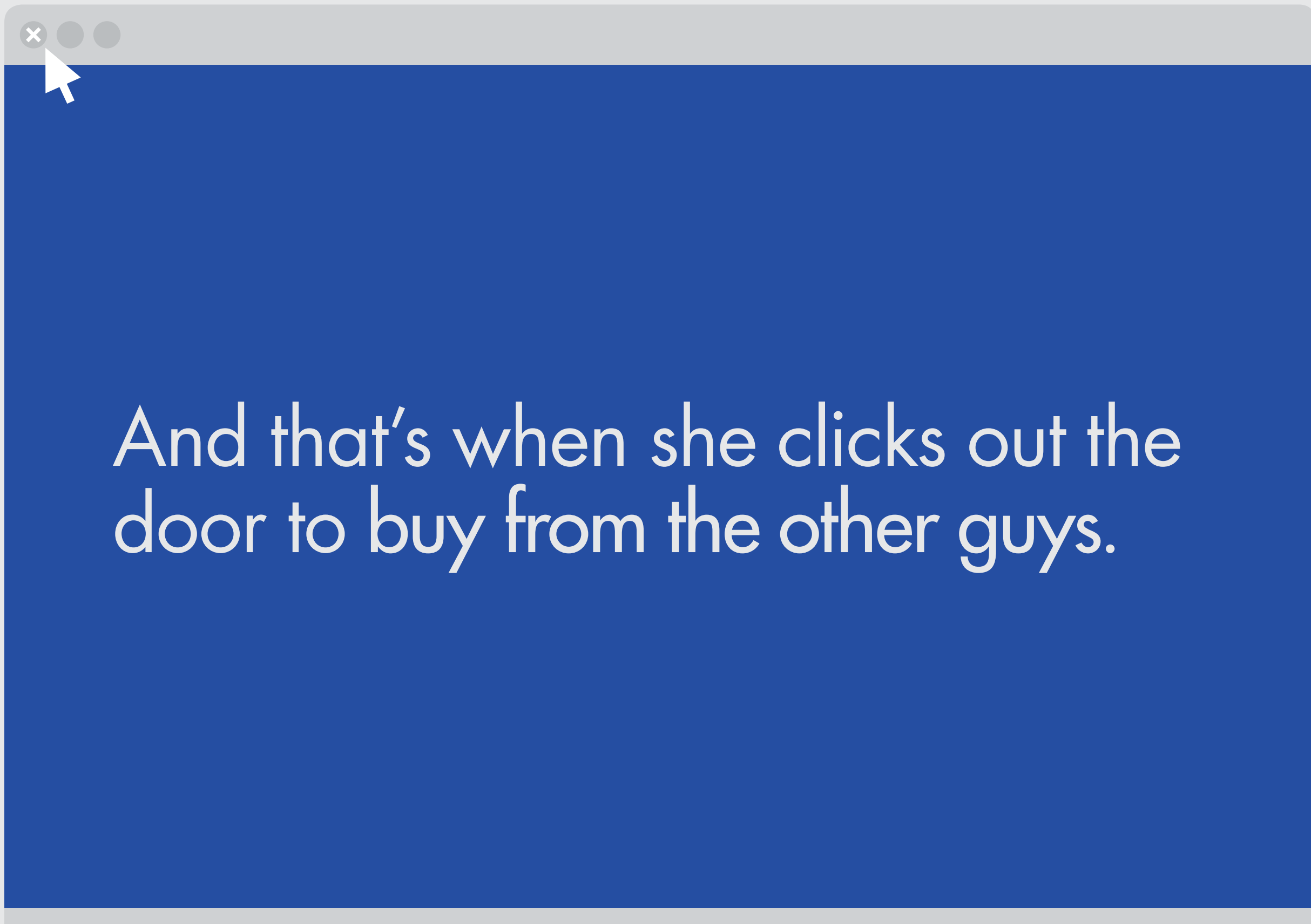
Data silos mean all the members
of your omnichannel choir are
singing from different data sheets –
and your customers hate the racket.



Data silos mean your customers look at your attempts at personalization and think:

“Hey, these guys know me better than they know their own products.”

Now that's creepy.



And that's when she clicks out the door to buy from the other guys.

The background features several 3D-style geometric shapes: a large red cylinder with a yellow end on the left; a blue cylinder with a yellow end at the top; a yellow cone with a red base on the right; a small blue cylinder with a red end on the right; a small yellow cylinder with a blue end on the left; a blue cylinder with a red end at the bottom left; a red cylinder with a blue end at the bottom center; and a yellow cylinder with a blue end at the bottom right.

Bottom line:

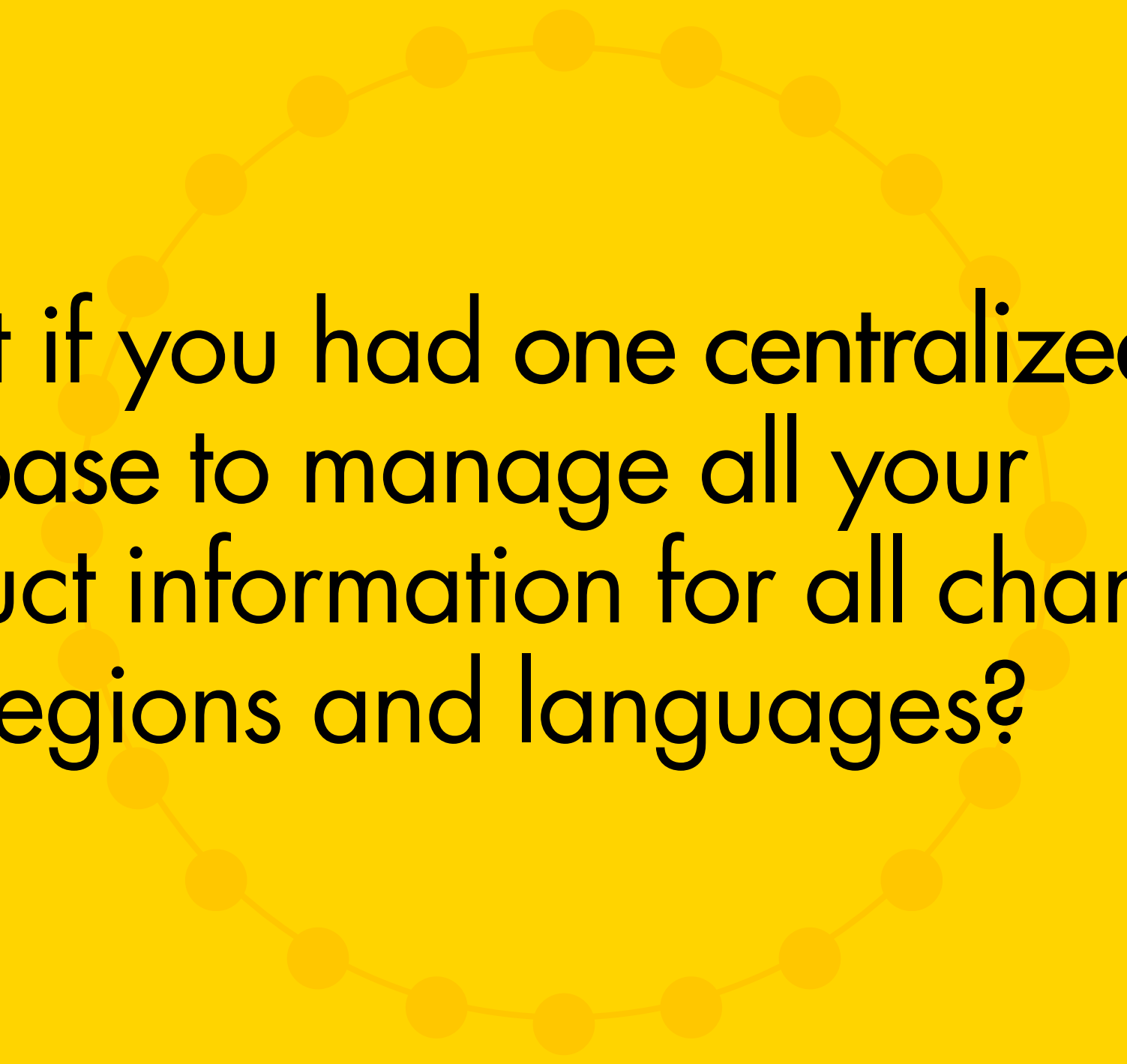
Omnichannel chaos leads to poor customer experiences, inefficient processes, and clouded insight.

Ouch.

But what if things were different?



What if your product information database didn't consist of 82 different spreadsheets or dozens of 'data puddles' across your ERP, CRM, and Linda's 'My Documents' folder?



What if you had one centralized database to manage all your product information for all channels and regions and languages?



What if you had a
single view of your products?




You'd be able to update it whenever you wanted to. So would Ned, Becky, Laura, and customer service.



You'd be able to enlist your suppliers to help you populate your product information hub.



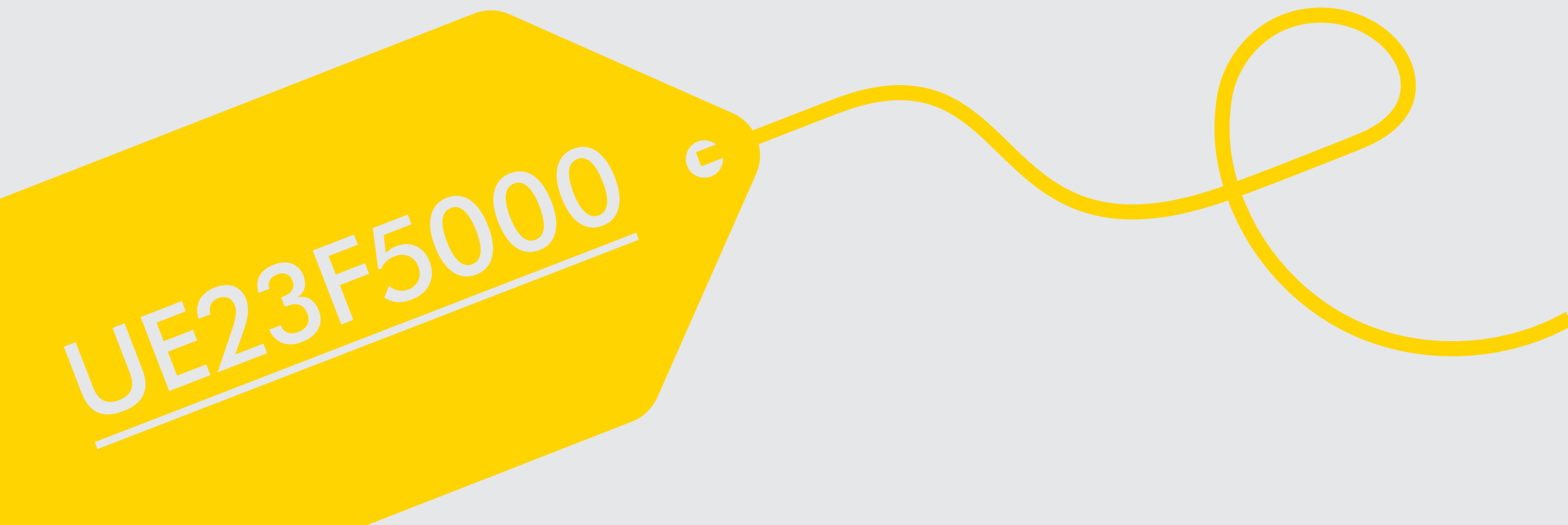
You'd be able to reduce the time it takes to put products out on your virtual shelves.



That would mean more juicy margins

- times three different countries
- times two different channels.

You'd even be able to answer all of Joan the customer's questions about product UE23F5000.






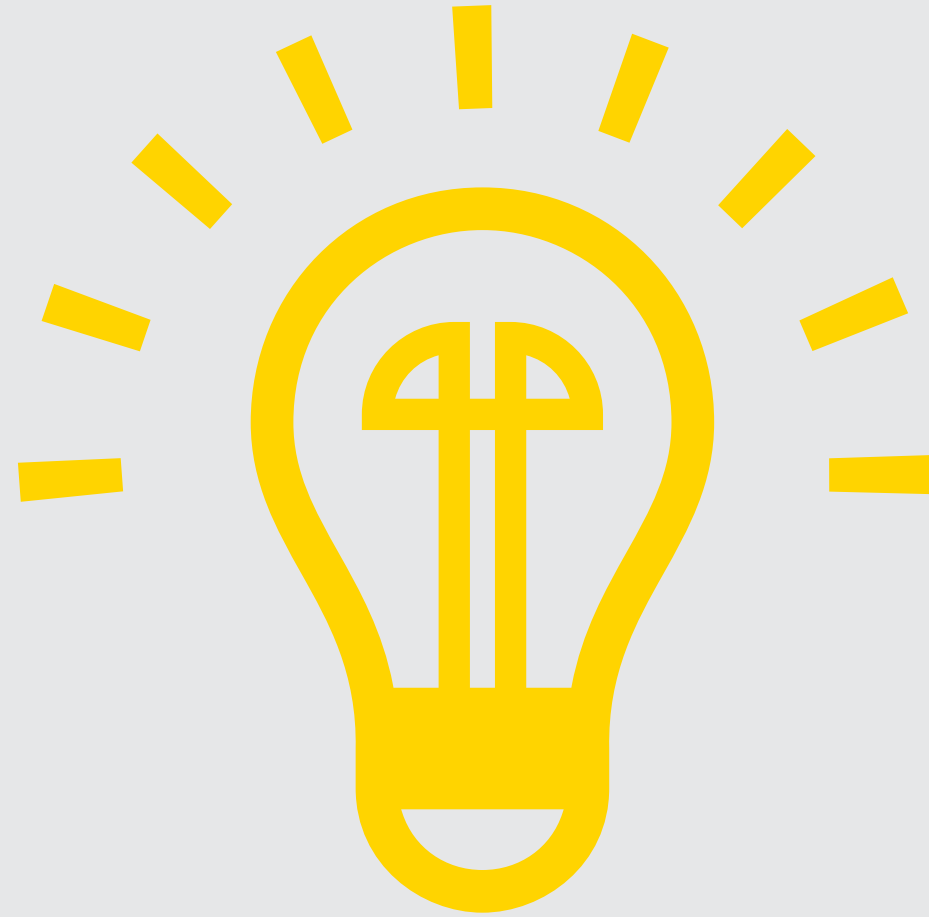
So she'd abandon her cart less often.

And she wouldn't return her purchases 40% of the time (because she'd know what she was getting).





Because she'd finally trust that
the people she's buying from
know what they're doing.



Because you would finally
know what you're doing.

And that's when you'll know you're ready for omnichannel commerce.

Getting product information wrong is no minor oversight. It's what keeps your omnichannel efforts in a hopeless, eternal limbo. Don't let it happen. Get this ebook.



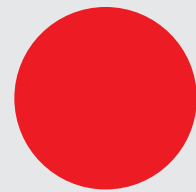
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We make the world's most complete PIM solution.



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Some of the world's biggest, most successful and most agile retailers rely on our PIM solution and our experts in PIM deployment.

Maybe we should talk.