

A seamless shopping experience for your customers?

THE OMNICHANNEL READINESS INDEX (ORI)



The Omnichannel Readiness Index...

...sets the benchmark for omnichannel maturity of Swiss retailers across all industries using more than 100 individual criteria. In addition to desk research and retailer surveys, 1,000 consumers were asked in the survey period September / October 2018 how important the respective factors were to them. The survey results were included in the Index. Points were not only awarded for the existence of omnichannel features but also for the provision of valuable services for the consumer.

Download the poster and the complete study at vsv.ch/ori

Download the poster and the complete study at mindtake.com

ORI INDUSTRY INDEX	RETAILER	ORI INDEX	User Navigation	Information, Transparency & Security	Contact Options	Fulfillment & Payment	Loyalty & Sharing	Channel Integration
73,4% DIY & Home Improvement	Coop Bau+Hobby	78,7%	90,9%	74,5%	32,6%	69,6%	92,5%	89,3%
	Hornbach	74,2%	91,4%	82,9%	39,9%	69,0%	51,0%	78,2%
	Migros Do it+Garden	72,8%	91,1%	83,4%	41,5%	73,3%	49,8%	71,1%
73,0% Jewelry & Watches	Jumbo	68,0%	90,4%	75,7%	48,7%	59,6%	57,5%	67,6%
	Christ	77,7%	92,6%	55,3%	41,5%	79,7%	75,3%	91,2%
	Swarovski	75,6%	96,3%	60,0%	72,1%	59,2%	74,8%	88,5%
72,6% Department Stores	Swatch	65,8%	91,3%	61,2%	61,7%	61,3%	50,1%	66,5%
	Jelmoli	76,1%	77,4%	68,5%	64,9%	74,6%	74,8%	83,2%
	Globus	75,0%	92,6%	68,4%	58,5%	60,2%	74,8%	85,6%
	Manor	71,6%	90,9%	74,4%	38,3%	48,7%	85,0%	82,5%
	Landi	67,5%	91,7%	73,7%	32,6%	41,3%	48,2%	83,4%
69,8% Electronics	Media Markt	74,3%	91,9%	82,1%	41,5%	80,1%	51,0%	71,4%
	Interdiscount	73,1%	91,3%	75,8%	64,9%	72,3%	50,4%	72,1%
	Nettoshop	71,4%	91,3%	70,3%	64,9%	76,3%	33,6%	70,8%
	melectronics	70,6%	91,3%	83,4%	41,5%	69,7%	49,8%	67,0%
	Fust	68,3%	91,1%	70,0%	53,6%	54,6%	32,6%	78,2%
69,5% Furniture Stores	digitec	61,2%	86,4%	70,5%	54,1%	84,0%	66,0%	33,5%
	Micasa	78,5%	91,3%	83,4%	41,5%	73,3%	49,8%	87,7%
	Interio	78,3%	90,8%	82,6%	41,5%	73,3%	49,8%	87,7%
	Depot	76,4%	97,0%	74,0%	43,1%	64,9%	75,3%	85,1%
	Livique	76,0%	91,7%	63,5%	43,6%	65,4%	75,3%	90,8%
	Lumimart	76,0%	91,4%	63,5%	43,6%	65,4%	75,3%	90,8%
	Pfister	63,0%	90,6%	81,0%	41,5%	53,2%	49,8%	57,0%
	IKEA	55,9%	91,7%	62,7%	39,9%	45,0%	92,5%	43,5%
69,0% Shoes	Conforama	52,2%	79,1%	54,8%	43,1%	37,6%	33,2%	56,8%
	Vögele Shoes	70,3%	91,4%	73,6%	46,9%	65,0%	74,7%	68,6%
	Ochsner Shoes	68,5%	91,1%	73,6%	43,1%	61,2%	67,3%	68,2%
67,5% Clothing	Dosenbach	68,1%	91,2%	83,5%	43,1%	61,2%	33,2%	68,2%
	Calida	79,0%	96,7%	69,2%	63,3%	83,3%	85,0%	77,5%
	PKZ	75,8%	95,6%	63,5%	63,3%	54,6%	74,8%	92,2%
	C&A	70,3%	90,6%	61,1%	63,3%	53,8%	33,2%	87,5%
	Triumph	62,4%	91,3%	60,2%	61,7%	54,7%	51,0%	61,2%
	Zara	61,8%	90,8%	59,0%	50,4%	66,7%	23,3%	60,0%
	H&M	61,7%	69,4%	53,3%	41,5%	40,2%	67,3%	80,5%
66,4% Leisure & Hobbies	Bayard	61,7%	78,6%	63,4%	39,9%	49,5%	34,2%	72,5%
	Intersport	73,0%	92,6%	75,7%	65,0%	78,0%	58,5%	66,1%
	Sport XX	72,7%	90,6%	83,4%	41,5%	73,3%	49,8%	71,1%
	Ochsner Sport	66,9%	91,2%	82,6%	41,5%	53,0%	32,6%	70,7%
63,7% Books & Music	Athleticum	53,0%	96,7%	67,1%	39,8%	45,1%	40,1%	40,8%
	Ex Libris	67,3%	92,6%	83,0%	41,5%	53,5%	85,0%	60,8%
	Weltbild	62,4%	81,9%	80,5%	39,9%	41,0%	58,5%	65,0%
63,1% Drugstores	Orell Füssli	61,4%	71,8%	74,1%	41,5%	59,5%	67,8%	54,8%
	Import Parfumerie	71,1%	92,6%	69,2%	43,6%	43,0%	75,3%	87,5%
	Marionnaud	61,8%	91,3%	66,3%	23,5%	48,9%	85,0%	60,8%
61,2% Groceries	The Body Shop	56,6%	91,2%	68,2%	63,3%	31,0%	32,6%	58,6%
	Coop / coop@home	69,5%	54,8%	67,7%	78,6%	52,0%	75,3%	83,8%
	Migros / LeShop	64,0%	66,2%	66,0%	72,1%	31,9%	51,4%	83,8%
	Denner Weishop	61,2%	78,7%	61,1%	38,3%	32,4%	58,5%	78,9%
	Nespresso	58,8%	65,8%	33,2%	52,0%	51,6%	57,3%	76,6%
68,9% Exclusive Online Retailers	Volg	52,4%	54,5%	52,2%	56,0%	33,3%	32,6%	67,3%
	Galaxus	78,0%	86,4%	71,3%	55,7%	89,7%	66,0%	-
	Brack	76,2%	91,9%	82,7%	65,0%	71,2%	58,5%	-
	Zalando	75,3%	80,2%	75,3%	47,2%	88,6%	51,0%	-
	microspot	73,4%	91,4%	83,0%	63,3%	71,1%	33,2%	-
Bonprix	55,3%	80,2%	67,1%	61,7%	31,8%	51,0%	-	

THE SUCCESS FACTORS OF THE OMNICHANNEL READINESS INDEX (ORI)

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USER NAVIGATION

GOOD PRACTICE EXAMPLES

97,0%
 96,3%

SUCCESS FACTORS

To win over customers in the area of user navigation, companies should offer a smartphone-optimized website that doesn't take a long time to load, as well as guest ordering and filter options (e.g. by price or color).

INFORMATION, TRANSPARENCY & SECURITY

GOOD PRACTICE EXAMPLES

83,5%
 83,4%

SUCCESS FACTORS

An important element to providing good customer service in the Information, Transparency & Security category is easily accessible information regarding shipping, payment and returns options. Furthermore, the customers value information regarding specific delivery times.

CONTACT OPTIONS

GOOD PRACTICE EXAMPLES

78,6%
 72,1%

SUCCESS FACTORS

The traditional request by email is still considered the most important contact option by customers. For those who wish to stand out from the crowd, offering a Live Chat option is a good way to win customers.

FULFILLMENT & PAYMENT

GOOD PRACTICE EXAMPLES

83,3%
 84,0%

SUCCESS FACTORS

Offering a wide variety of payment methods, in addition to credit card payments and cash on delivery payments as well as purchase on account, is a good way of winning over customers in the area of Fulfillment & Payment. Even though free delivery is already taken for granted by many customers, offering free returns as well as free Click & Collect (in the stores or pick-up locations) is yet another way of adding to customer satisfaction.

LOYALTY & SHARING

GOOD PRACTICE EXAMPLES

92,5%
 85,0%

SUCCESS FACTORS

Above all else, customer loyalty programs are considered desirable here. This should be communicated in the best way possible and should also be able to be used in the online shop. Potential customers are also interested in product reviews and customer recommendations that are posted online.

CHANNEL INTEGRATION

GOOD PRACTICE EXAMPLES

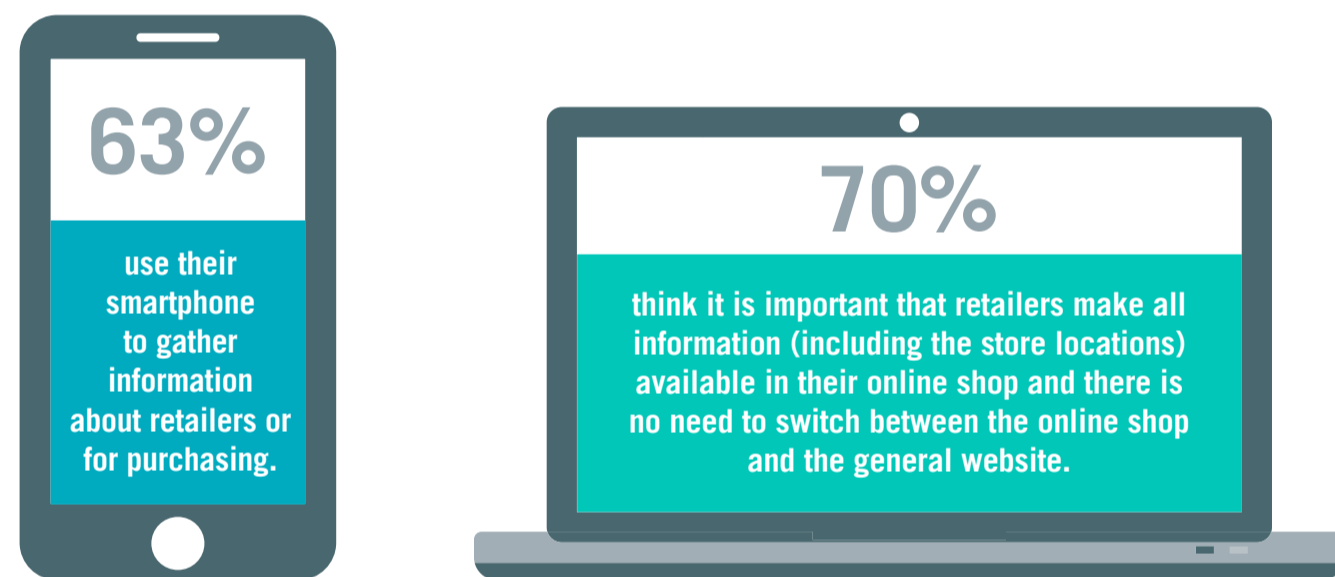
92,2%
 90,8%

SUCCESS FACTORS

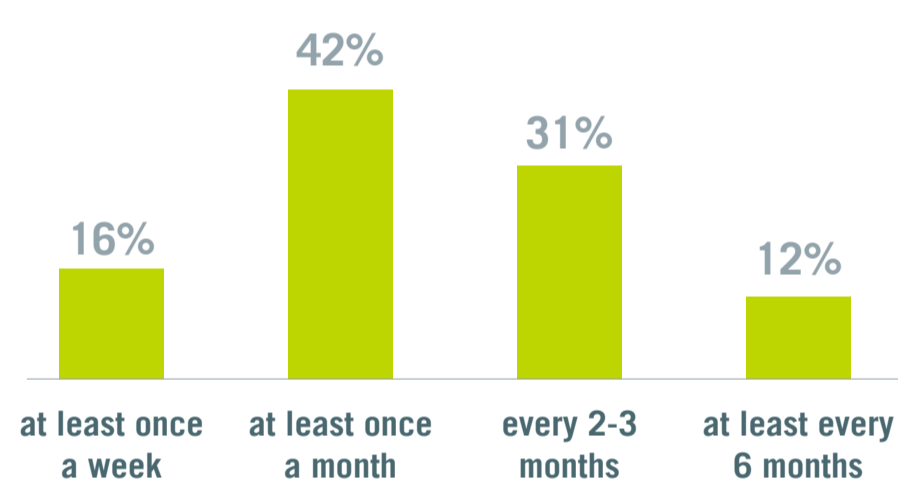
It is crucial that the store is easy to find - when using a mobile as well as a desktop. Customers prefer geo-location and lists with optimal filter features. When it comes to channel integration, retailers that also communicate product availability in the branches well on-line really stand out.

THE SWISS OMNICHANNEL SHOPPERS

USER RESEARCH



How often do you order online?
Represents people who order something online at least every 6 months.

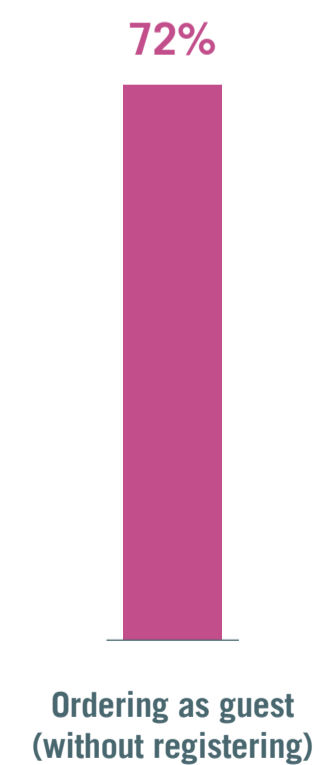


WEBSITE INFORMATION & PURCHASE

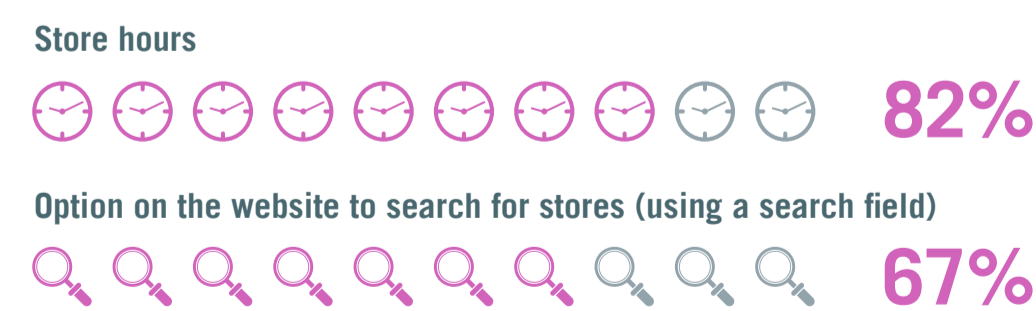
Importance of online shop features



Importance of registration types



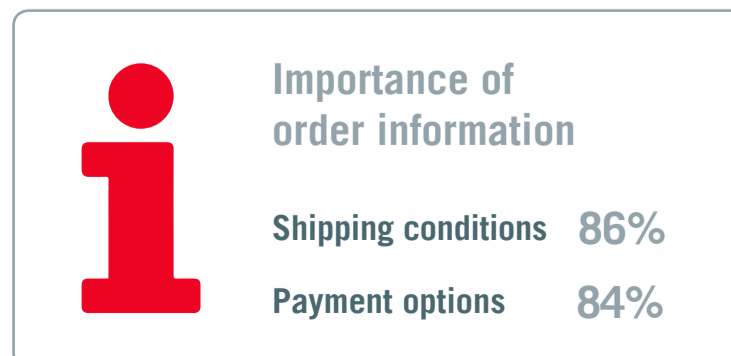
Importance of store information



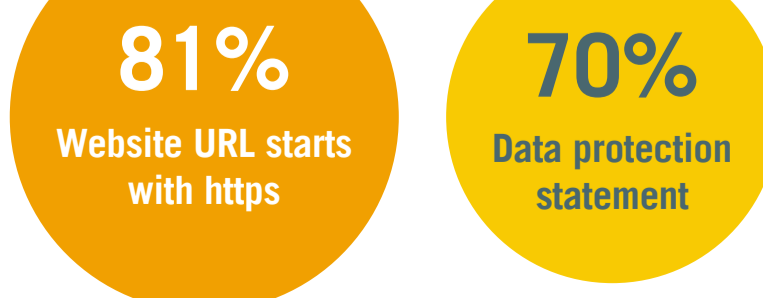
Importance of being able to redeem vouchers online & in-store



PAYMENT & RIGHT OF RETURN

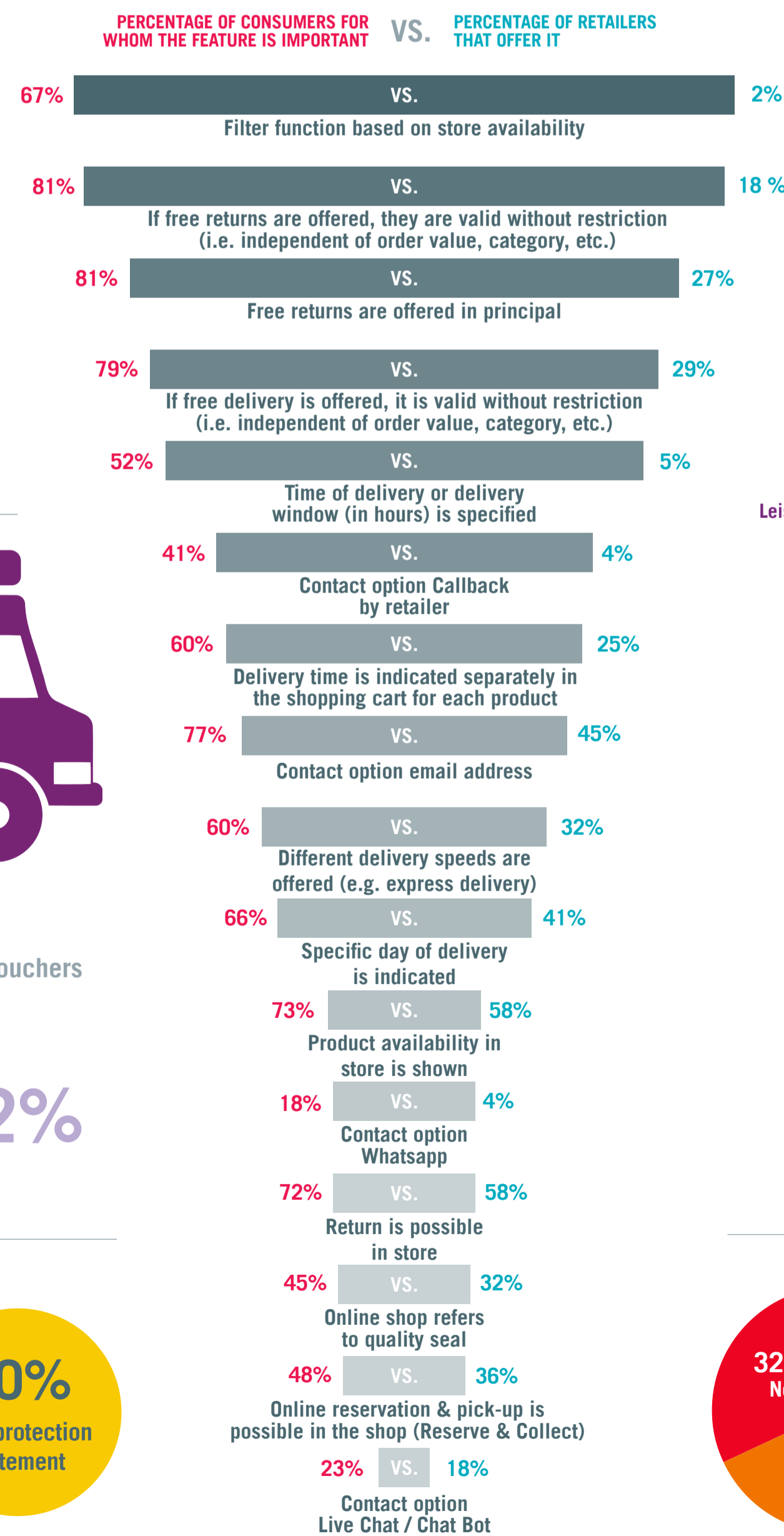


Importance of data protection measures

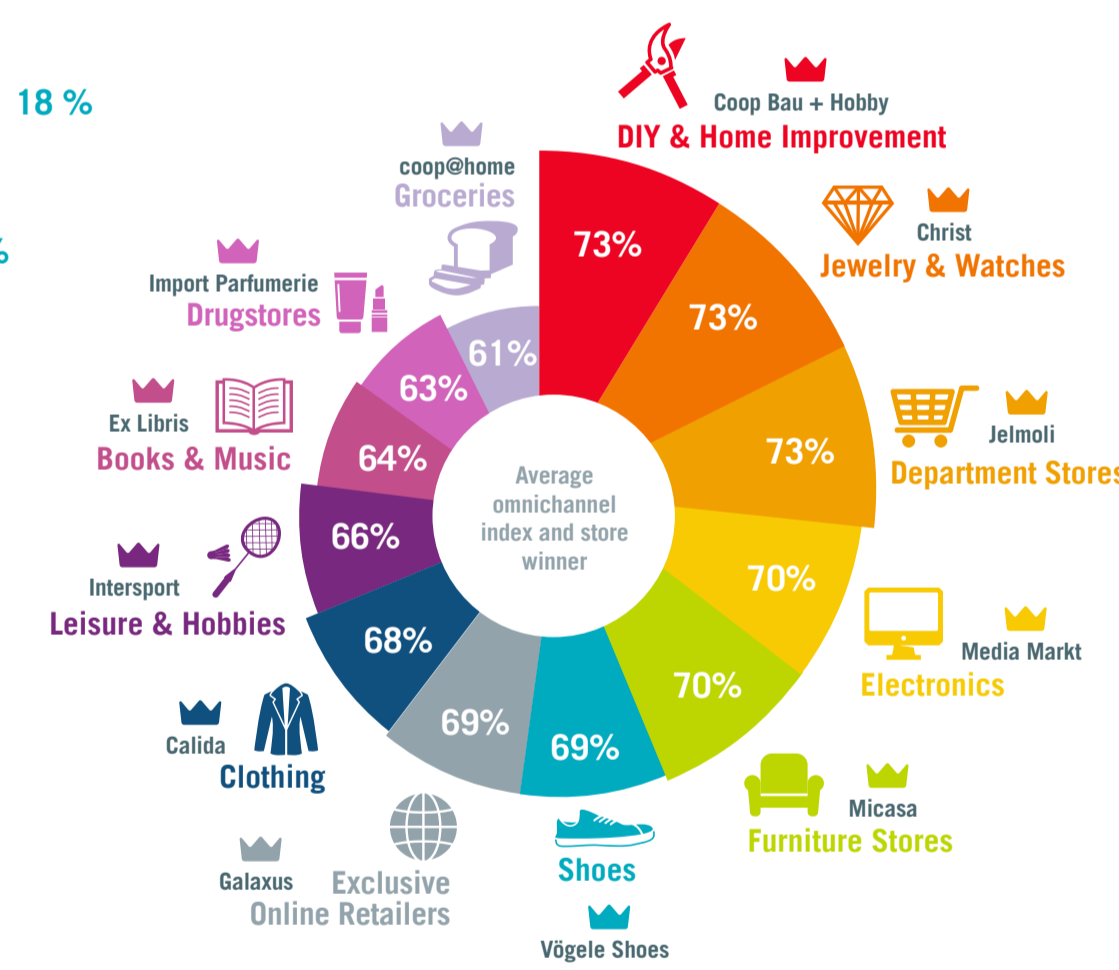


OMNICHANNEL POTENTIAL

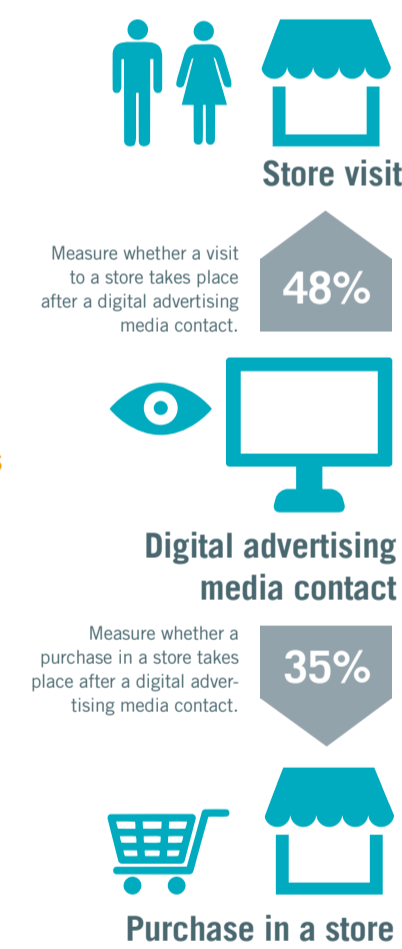
DIFFERENCE BETWEEN CUSTOMERS' WISHES AND RETAILERS' OFFERS



INDUSTRY COMPARISON



O2O MEASUREMENT



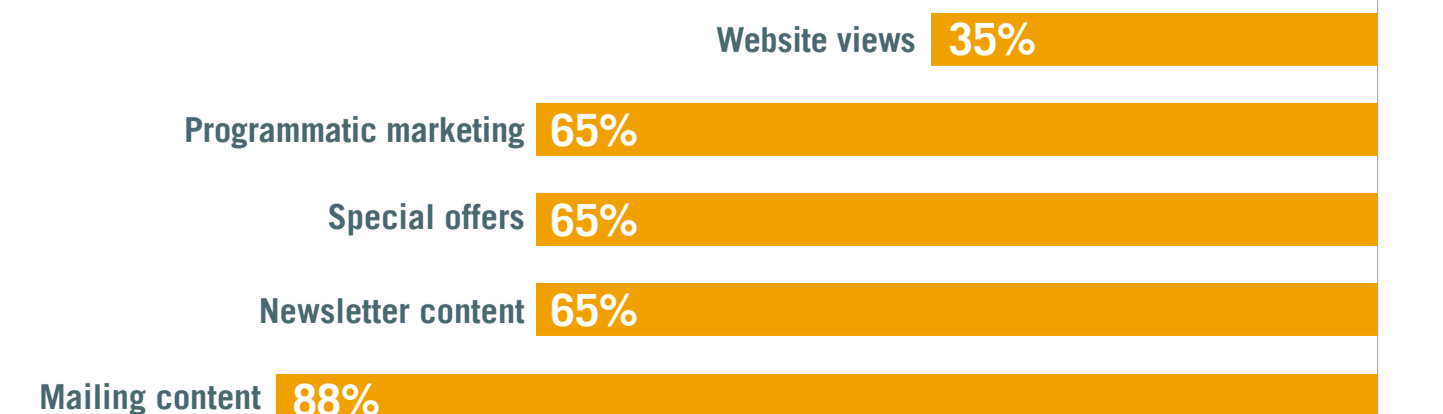
BUSINESS ORGANIZATION



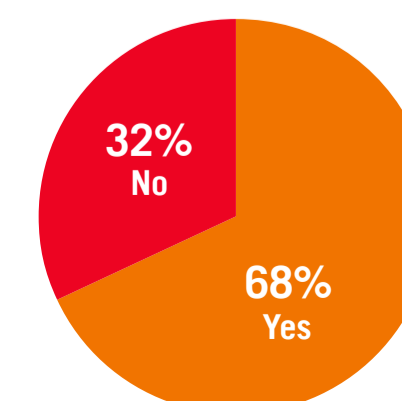
ONLINE/OFFLINE AFFILIATIONS



CUSTOMER COMMUNICATION



Use of customer data/CRM for personalized advertising



What type of personalized advertising?

