

A seamless shopping experience for your customers?

THE OMNICHANNEL READINESS INDEX (ORI) 2020



The Omnichannel Readiness Index...

...is now setting the benchmark for omnichannel maturity of Swiss retailers across all industries using about 100 individual criteria for the second time. In addition to desk research and retailer surveys, 1,000 consumers were asked in January / February 2020 how important the respective factors were to them when they were doing their shopping. 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. Compared to ORI 1.0, the tested services were supplemented by current topics.

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	USER NAVIGATION			INFORMATION, TRANSPARENCY & SECURITY				CONTACT OPTIONS			FULFILLMENT & PAYMENT					LOYALTY & SHARING			CHANNEL INTEGRATION								
			Loading time of the mobile website ¹	Check out as guest	Login via third party providers	Information about shipping conditions easily accessible ²	Information about returns easily accessible ²	Delivery timeframe is indicated	Specific day of delivery is indicated	Option of requesting a callback from the retailer	Email request: Contact form / Email address	Live chat or chatbot	eWallet	Credit Card	Online banking	Purchase on account	Free shipping / unrestricted	Free returns / unrestricted	Contextual recommendations	Product reviews	Watch list or wish list	Products ordered online can be returned in the store	Product availability in store is shown	Filter function of the displayed products according to store availability	Click & Collect with pick-up in the retailer's store				
78.3%	Jewelry & Watches	Christ Swarovski	83.4%	94.5%	0.8 s	✓	✗	74.8%	***	*	✓	✓	63.6%	✗	✓/✓	✗	72.2%	✓	✓	✓	91.4%	✓	✓	✓	95.0%	✓	✓	✗	✓
		Swarovski	82.6%	97.4%	2.8 s	✓	✓	74.9%	*	*	✓	✓	68.9%	✗	✓/✓	✓	74.8%	✓	✗	✓	91.4%	✓	✗	✗	91.4%	✓	✗	✗	✓
		Swatch	68.9%	84.4%	3.1 s	✓	✗	65.1%	**	**	✓	✗	60.8%	✗	✓/✓	✗	67.6%	✓	✗	✓	49.0%	✓	✗	✓	71.3%	✗	✓	✗	✓
78.0%	DIY & Home Improvement	Migros Do it+Garden	83.1%	92.8%	2.6 s	✓	✗	81.1%	*	*	✓	✓	46.2%	✗	✓/✗	✗	76.7%	✓	✓	✓	74.6%	✓	✓	✗	95.0%	✓	✓	✗	✓
		Coop Bau+Hobby	82.0%	93.2%	2.2 s	✓	✗	80.5%	*	*	✓	✓	46.2%	✗	✓/✗	✗	71.4%	✓	✓	✓	91.7%	✓	✓	✗	91.7%	✓	✓	✗	✓
		Jumbo	73.8%	93.5%	1.8 s	✓	✗	74.2%	*	*	✓	✓	73.0%	✗	✓/✓	✗	66.6%	✓	✗	✓	74.1%	✓	✗	✓	69.7%	✓	✓	✓	✓
		Hornbach	73.0%	94.3%	1 s	✓	✗	82.2%	**	**	✓	✗	22.9%	✗	✓/✗	✗	70.8%	✓	✓	✓	50.0%	✓	✓	✓	75.5%	✓	✓	✓	✓
76.2%	Furniture Stores	Micasa	83.8%	93.1%	2.3 s	✓	✗	81.1%	*	*	✓	✓	55.7%	✗	✓/✗	✓	76.7%	✓	✓	✓	74.6%	✓	✓	✗	95.0%	✓	✓	✗	✓
		Interio	83.2%	93.2%	2.1 s	✓	✗	81.1%	*	*	✓	✓	46.2%	✗	✓/✗	✗	76.7%	✓	✓	✓	74.6%	✓	✓	✗	95.0%	✓	✓	✗	✓
		Livique	82.5%	94.5%	0.7 s	✓	✗	75.5%	*	*	✓	✓	49.3%	✗	✗/✗	✗	71.4%	✓	✓	✓	91.7%	✓	✓	✗	95.4%	✓	✓	✗	✓
		Lumimart	82.3%	94.5%	0.8 s	✓	✗	75.5%	*	*	✓	✓	47.9%	✗	✗/✓	✗	71.4%	✓	✓	✓	91.7%	✓	✓	✗	95.4%	✓	✓	✗	✓
		Depot	79.8%	98.8%	1.3 s	✓	✓	81.5%	*	**	✓	✗	47.6%	✗	✓/✗	✗	66.0%	✓	✓	✓	91.7%	✓	✓	✓	84.9%	✗	✓	✗	✓
		Pfister	68.1%	93.8%	1.5 s	✓	✗	79.3%	*	*	✓	✓	55.7%	✗	✓/✗	✓	56.1%	✓	✗	✓	65.7%	✓	✗	✓	61.1%	✗	✓	✗	✓
		Conforama	66.8%	84.6%	1.4 s	✓	✗	74.5%	**	**	✓	✗	47.6%	✗	✓/✗	✗	48.2%	✗	✓	✓	65.7%	✓	✗	✓	71.3%	✗	✓	✗	✓
76.0%	Department Stores	Jelmoli	79.9%	97.1%	3.1 s	✓	✓	74.8%	*	*	✓	✓	66.3%	✗	✓/✓	✗	75.0%	✓	✓	✗	74.4%	✓	✗	✓	83.5%	✓	✗	✗	✓
		Globus	78.2%	94.3%	1 s	✓	✗	73.8%	*	*	✓	✗	59.4%	✓	✓/✗	✗	64.1%	✗	✓	✓	74.4%	✓	✗	✓	88.9%	✓	✓	✗	✓
		Manor	73.3%	94.1%	1.2 s	✓	✗	79.2%	**	**	✓	✗	40.7%	✗	✓/✗	✗	49.5%	✓	✓	✓	83.0%	✓	✓	✓	82.3%	✓	✗	✗	✓
		Landi	72.6%	93.8%	1.6 s	✓	✗	80.5%	*	*	✓	✓	38.9%	✗	✓/✗	✗	53.4%	✓	✓	✓	49.7%	✓	✗	✓	83.7%	✗	✗	✗	✓
75.6%	Electronics	melectronics	82.3%	93.1%	2.2 s	✓	✗	81.1%	**	*	✓	✓	46.2%	✗	✓/✗	✗	73.3%	✓	✓	✓	74.6%	✓	✓	✗	94.7%	✓	✓	✗	✓
		Interdiscount	79.5%	93.7%	1.6 s	✓	✗	82.5%	**	*	✓	✓	66.3%	✗	✓/✓	✗	70.2%	✓	✓	✓	83.0%	✓	✓	✓	80.0%	✓	✓	✗	✓
		Fust	77.6%	94.2%	1.1 s	✓	✗	77.0%	*	*	✓	✓	57.0%	✗	✓/✗	✗	58.1%	✓	✓	✓	66.0%	✓	✓	✗	91.1%	✗	✓	✗	✓
		Media Markt	74.5%	93.4%	1.9 s	✓	✗	80.9%	*	*	✓	✗	40.7%	✗	✓/✗	✗	75.3%	✓	✓	✓	83.0%	✓	✓	✓	67.7%	✓	✓	✗	✓
		Nettoshop digitec	72.9%	94.0%	1.3 s	✓	✗	72.4%	**	*	✓	✗	75.8%	✗	✓/✓	✓	73.5%	✓	✓	✓	33.0%	✓	✓	✗	70.8%	✗	✗	✗	✓
72.0%	Clothing & Shoes	Calida	81.8%	98.6%	1.5 s	✓	✓	74.1%	**	**	✓	✗	78.1%	✓	✓/✓	✗	79.0%	✓	✓	✓	91.4%	✓	✓	✓	80.4%	✗	✓	✗	✗
		PKZ	77.8%	97.9%	2.3 s	✓	✓	70.8%	*	**	✓	✗	64.9%	✗	✓/✓	✗	51.9%	✗	✓	✓	74.4%	✓	✗	✓	95.0%	✓	✓	✗	✓
		H&M	74.9%	92.8%	2.6 s	✓	✗	70.2%	**	*	✓	✗	43.5%	✗	✓/✗	✗	52.5%	✓	✓	✓	83.0%	✓	✓	✓	91.4%	✓	✓	✗	✓
		Dosenbach	74.9%	94.3%	1 s	✓	✗	81.2%	**	**	✓	✗	67.7%	✓	✓/✓	✗	66.6%	✓	✓	✓	50.0%	✓	✓	✓	74.5%	✓	✓	✗	✓
		Ochsner Shoes	73.5%	92.7%	2.7 s	✓	✗	79.9%	**	*	✓	✓	67.7%	✗	✓/✓	✗	66.6%	✓	✗	✓	65.7%	✓	✗	✓	68.4%	✓	✓	✗	✓
		C&A	73.2%	93.6%	1.7 s	✓	✗	76.2%	*	*	✓	✓	64.9%	✗	✓/✓	✗	54.9%	✓	✓	✓	17.0%	✗	✗	✓	87.7%	✓	✗	✗	✓
		Bayard	69.5%	83.7%	2.3 s	✗	✗	75.9%	*	**	✓	✗	63.6%	✗	✓/✓	✗	53.1%	✓	✓	✓	33.3%	✗	✗	✓	78.7%	✗	✓	✗	✓
		Triumph	66.5%	92.9%	2.5 s	✓	✗	63.8%	*	**	✓	✗	62.2%	✗	✓/✓	✗	56.6%	✓	✓	✓	83.0%	✓	✓	✓	61.1%	✗	✓	✗	✓
		Zara	66.3%	94.2%	1.1 s	✓	✗	62.9%	*	*	✓	✗	50.2%	✗	✓/✗	✗	60.0%	✓	✗	✓	24.3%	✓	✗	✓	70.6%	✗	✓	✗	✓
70.6%	Drugstores	La Halle	62.0%	74.9%	3.3 s	✗	✗	53.5%	**	*	✓	✗	47.6%	✗	✓/✗	✗	54.1%	✓	✓	✓	74.4%	✓	✗	✓	68.2%	✗	✗	✗	✓
		Import Parfumerie	77.0%	94.1%	1.2 s	✓	✗	76.2%	**	*	✓	✓	45.2%	✗	✗/✓	✗	60.3%	✓	✓	✓	83.0%	✓	✓	✓	87.8%	✗	✓	✗	✓
		Marionnaud	69.1%	94.4%	0.9 s	✓	✗	74.9%	*	*	✓	✓	60.1%	✗	✗/✓	✓	56.3%	✓	✓	✓	74.4%	✓	✗	✓	63.8%	✗	✓	✗	✓
70.2%	Books & Music	The Body Shop	65.8%	94.0%	1.4 s	✓	✗	73.6%	**	*	✓	✓	43.5%	✗	✓/✗	✗	59.2%	✗	✓	✓	48.7%	✓	✗	✓	61.5%	✓	✗	✗	✓
		Ex Libris	78.6%	94.0%	1.3 s	✓	✗	80.9%	**	*	✓	✗	44.8%	✗	✓/✗	✗	57.2%	✓	✓	✓	83.0%	✓	✓	✓	92.1%	✓	✓	✗	✓
		Orell Füssli	70.9%	86.6%	1.3 s	✓	✗	80.9%	*	*	✓	✗	50.7%	✗	✗/✓	✗	60.8%	✓	✓	✓	83.0%	✓	✓	✓	66.6%	✓	✓	✓	✓
69.6%	Leisure & Hobbies	Weltbild	61.1%	86.6%	1.4 s	✓	✗	78.9%	*	*	✓	✗	43.5%	✗	✓/✗	✗	38.8%	✓	✓	✓	58.6%	✓	✓	✓	58.1%	✗	✓	✗	✓
		Sport XX	79.0%	92.5%	2.9 s	✓	✗	82.4%	**	**	✓	✓	46.2%	✗	✓/✗	✗	76.7%	✓	✓	✓	74.6%	✓	✓	✓	81.1%	✓	✓	✗	✓
		Ochsner Sport	73.3%	93.6%	1.7 s	✓	✗	92.0%	**	**	✓	✓	47.6%	✗	✓/✗	✗	57.0%	✓	✓	✓	66.0%	✓	✓	✓	70.5%	✓	✓	✗	✓
		Decathlon	64.6%	83.0%	3.1 s	✗	✗	75.8%	**	**	✓	✗	60.8%	✗	✓/✓	✗	55.9%	✓	✓	✓	17.3%	✗	✓	✓	65.4%	✓	✓	✗	✓
66.2%	Groceries	Intersport	61.5%	86.4%	1.6 s	✓	✗	69.7%	**	*	✓	✗	64.9%	✗	✓/✓	✗	54.2%	✗	✓	✓	15.7%	✓	✗	✓	58.6%	✗	✗	✗	✓
		Coop / coop@home	72.3%	66.5%	1.6 s	✗	✗	63.5%	*	Not available	✓	✓	76.8%	✓	✓/✓	✗	58.9%	✓	✓	✓	91.7%	✓	✓	✓	84.8%	✗	✗	✗	✓
		Denner Weinshop	84.4%	84.4%	1.8 s	✗	✗	82.1%	**	*	✓	✓	44.8%	✓	✓/✗	✗	50.8%	✓	✓	✓	58.6%	✓	✓	✓	79.0%	✗	✗	✗	✗
		Migros / LeShop	64.7%	66.1%	1.4 s	✗	✗	66.6%	*	*	✓	✓	68.9%	✗	✓/✓	✓	36.5%	✗	✗	✓	50.0%	✗	✗	✓	84.1%	✗	✗	✗	✓
		Nespresso	61.9%	49.4%	2.6 s	✗	✗	46.1%	*	*	✗	✗	57.0%	✗	✓/✗	✓	81.6%	✓	✓	✓	57.3%	✓	✗	✓	66.7%	✗	✗	✗	

THE SUCCESS FACTORS OF THE OMNICHANNEL READINESS INDEX (ORI)



VSV ASVAD
Verband des Schweizerischen Versandhandels
l'Association Suisse de Vente à Distance



mindtake
360° ANALYTICS AND INSIGHTS

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

Download the poster and the complete study at mindtake.com

USER NAVIGATION

GOOD PRACTICE EXAMPLES

DEPOT 98.8%
SWAROVSKI 97.4%



CASE STUDY

To score points in the user navigation area, retailers should make their online shop as user-friendly as possible – for example with search and filter options, various selections available when checking out, autofilling the product searches and a mobile-optimized website that loads quickly. Depot performs very well here with a loading time of only 1.3 seconds and also gives its customers multiple options when checking out (with registration, as a guest or via third-party login).

INFORMATION, TRANSPARENCY & SECURITY

GOOD PRACTICE EXAMPLES

OCHSNER SPORT 92.0%
INTERDISCOUNT 82.5%



CASE STUDY

Ochsner Sport offers maximum transparency thanks to information on shipping, payment and return conditions that can be retrieved very quickly – both on the desktop and mobile version of the online shop. As well as this, Ochsner Sport makes it easy for online shoppers to plan ahead by indicating the specific delivery date – this information is even displayed in a very high level of detail, i.e. separately for each product in the shopping cart. Quality seals such as "Swiss Online Garantie" and "Trusted Shops" create trust among Ochsner Sport customers.

CONTACT OPTIONS

GOOD PRACTICE EXAMPLES

CALIDA 78.1%
COOP@HOME 76.8%



CASE STUDY

Calida convinces customers with its comprehensive contact options – in addition to a telephone hotline that can be found quickly, there is also the option of getting in touch via email and contact form. As a special service, Calida also offers the option of requesting a callback from the retailer – those interested can let the company know they wish to be contacted by telephone in the online shop itself.

FULFILLMENT & PAYMENT

GOOD PRACTICE EXAMPLES

DIGITEC 86.2%
NESPRESSO 81.6%



CASE STUDY

At digitec, customers can choose from a variety of payment methods – in addition to credit and debit card payment, eWallets (PayPal and Google Pay), purchase on account, payment in advance and paying with a voucher are also available. Furthermore, under the motto "order before 7 pm today – delivered tomorrow", digitec wins over customers with very short delivery times and carries out deliveries free of charge, even on Saturdays. Click & Collect is also free – in addition to picking up products ordered online at digitec stores, customers can also have their items delivered to "PickUp" locations.

LOYALTY & SHARING

GOOD PRACTICE EXAMPLES

COOP BAU+HOBBY 91.7%
CHRIST 91.4%



CASE STUDY

Coop Bau+Hobby makes the selection process easier for its customers by providing contextual recommendations such as "Similar products", "View entire series" or "These might also interest you". Furthermore, product reviews written by other customers can be viewed or you can write and submit your own reviews. Coop Bau+Hobby also offers a social media share option – products can be recommended on Facebook, Twitter or by email. There is a link to information on the customer loyalty program in the online shop and there is a field for entering your "Supercard" number at the checkout point so that you can also collect points when shopping online.

CHANNEL INTEGRATION

GOOD PRACTICE EXAMPLES

LIVIQUE 95.4%
MICASA 95.0%



CASE STUDY

The Livique store finder can be found very quickly on the desktop as well as on the mobile website and is perfectly designed – with a search field for entering the town or postcode, a filter option for the displayed stores (according to opening hours) and geolocation for automatically detecting the user's location. In addition, you can choose between a list and an interactive map for displaying the location of the stores. The stores can be contacted directly via telephone number, and a click-to-call function is also offered. Livique also offers comprehensive omnichannel services: Products can be ordered into the store using Click & Collect or can be reserved for pickup in-store without obligation.

THE SWISS OMNICHANNEL SHOPPERS

USER RESEARCH



Use of smartphones

49% To find out about retailers and for online purchases

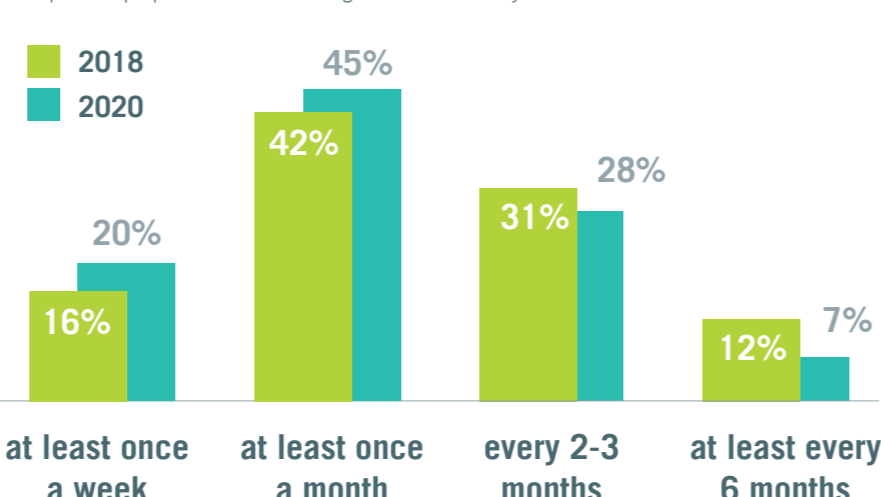
25% To find out about retailers

6% For online purchases



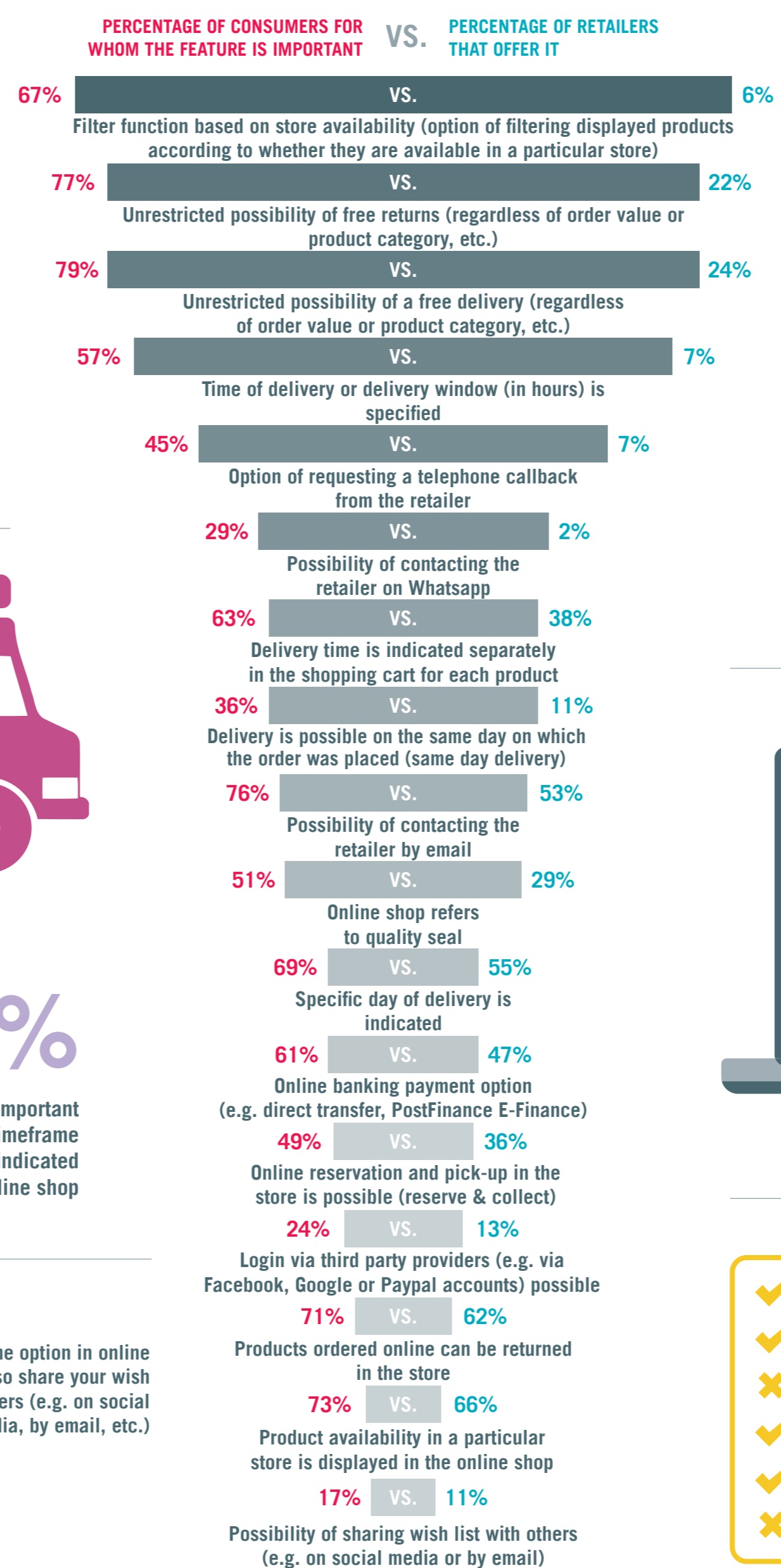
How often do you order online?

Represents people who order something online at least every 6 months.



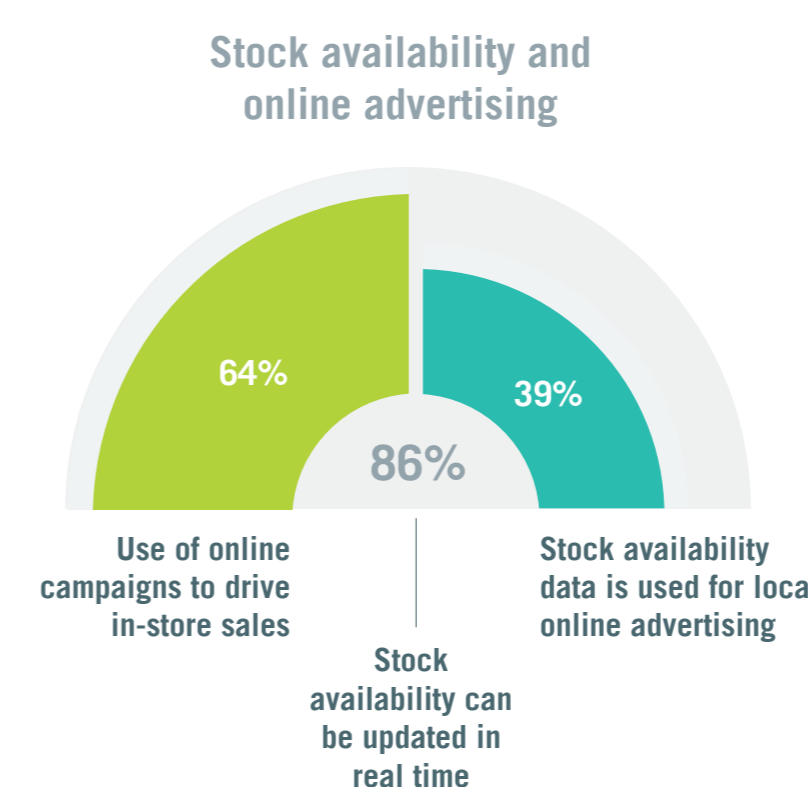
OMNICHANNEL POTENTIAL

DIFFERENCE BETWEEN CONSUMERS' WISHES AND RETAILERS' OFFERS

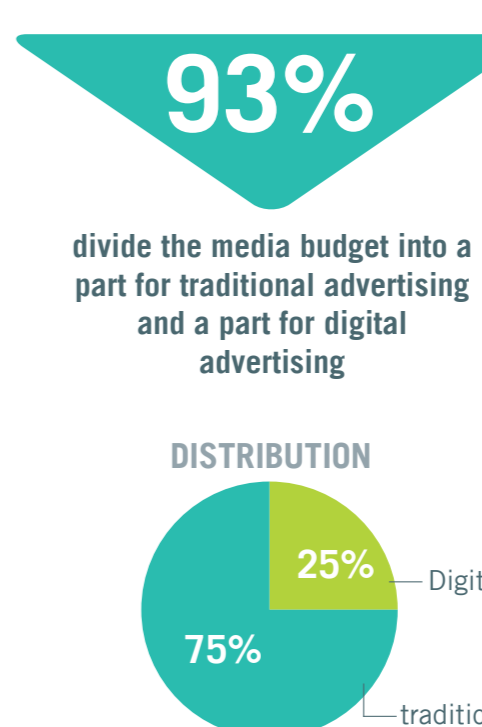


THE OMNICHANNEL OFFERS FROM SWISS RETAILERS

STOCK & ADVERTISING



MEDIA BUDGET

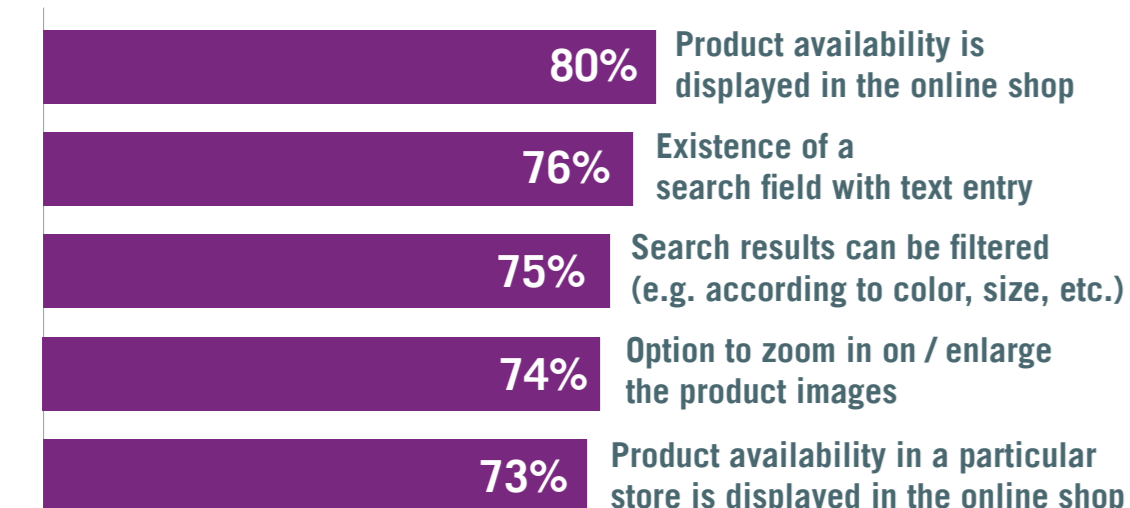


LOYALTY PROGRAMS



WEBSITE INFORMATION & PURCHASE

Importance of online shop features



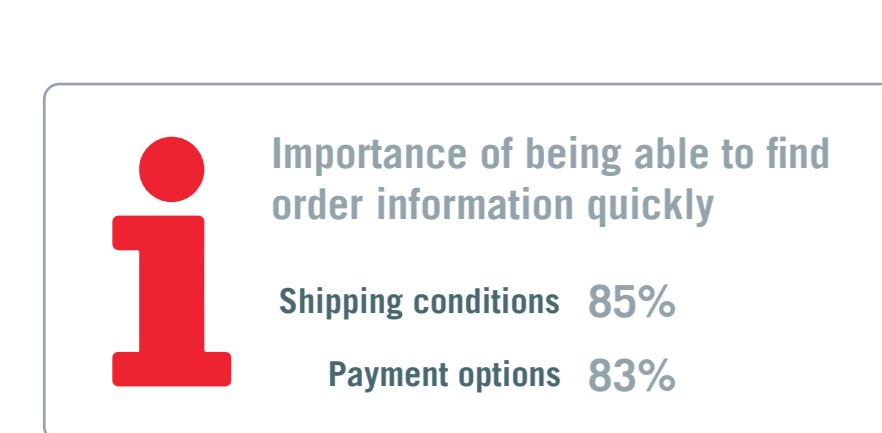
Importance of registration types



Voice assistants for orders



PAYMENT & RIGHT OF RETURN



SOCIAL & SHARING



AVAILABLE RANGE & PRICE DIFFERENCE ONLINE VS. OFFLINE

