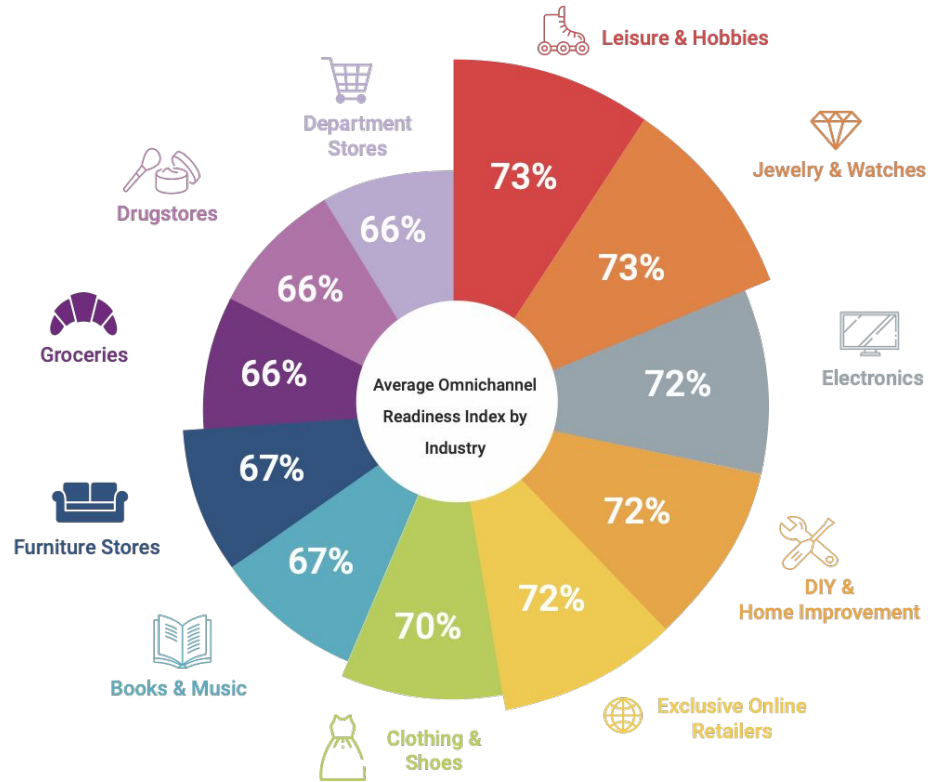


Omnichannel Readiness Index Study 3.0











Retail Vertical, Switzerland | April 2022



ORI 3.0 Index for swiss retail



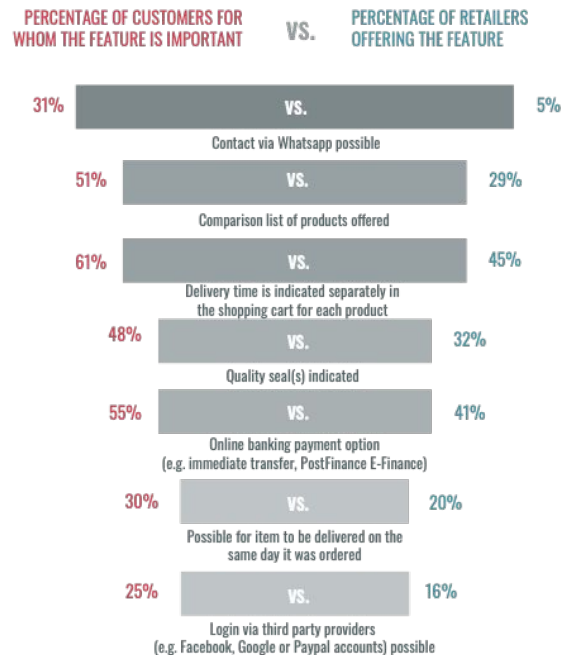
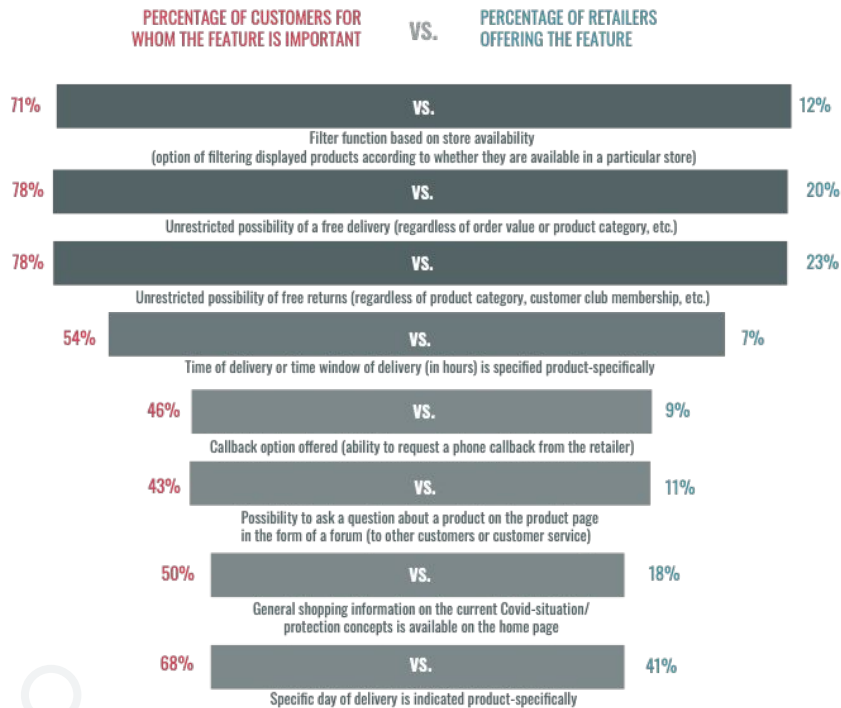
Top 10 Retailers with the best overall ORI Index

Retailer	ORI
	81,4%
	81,3%
	81,3%
	80,8%
	79,8%
	79,7%
	78,9%
	78,6%
	78,2%
	78,1%

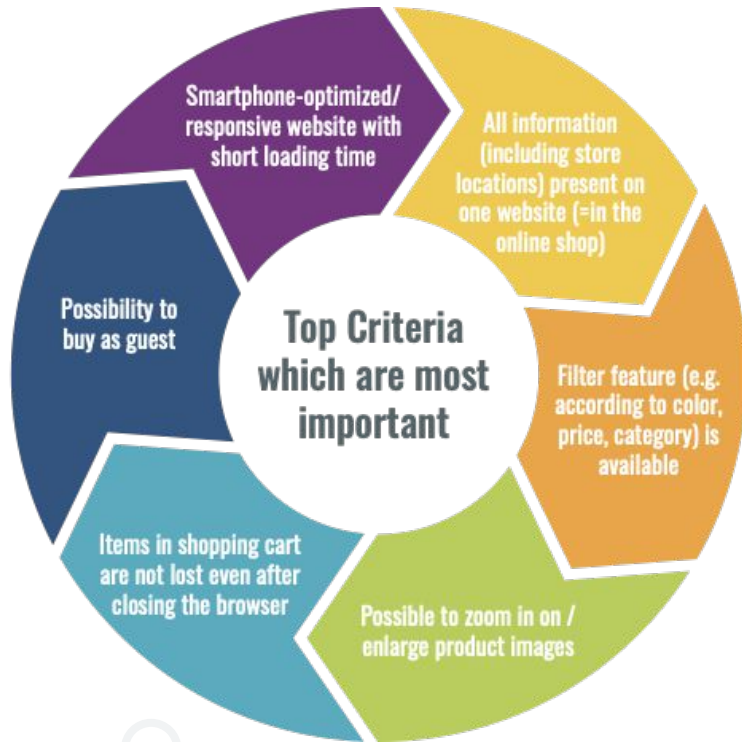


Omnichannel Potential Analysis

Difference between what clients wish for and retailers offer



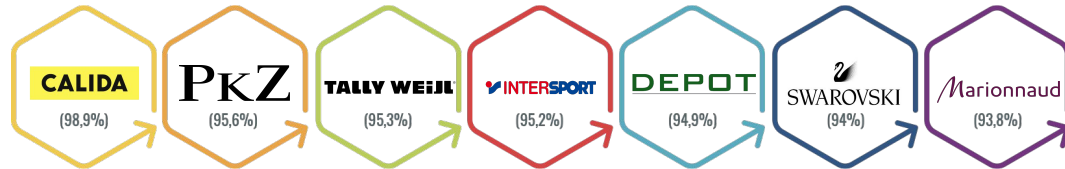
Overview: User Navigation



TOP INDUSTRIES

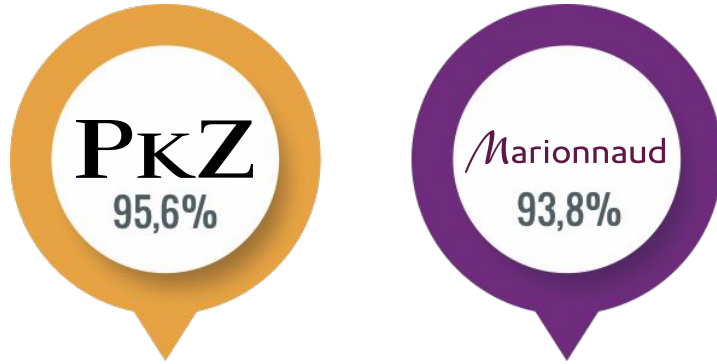


BEST PRACTICE EXAMPLES



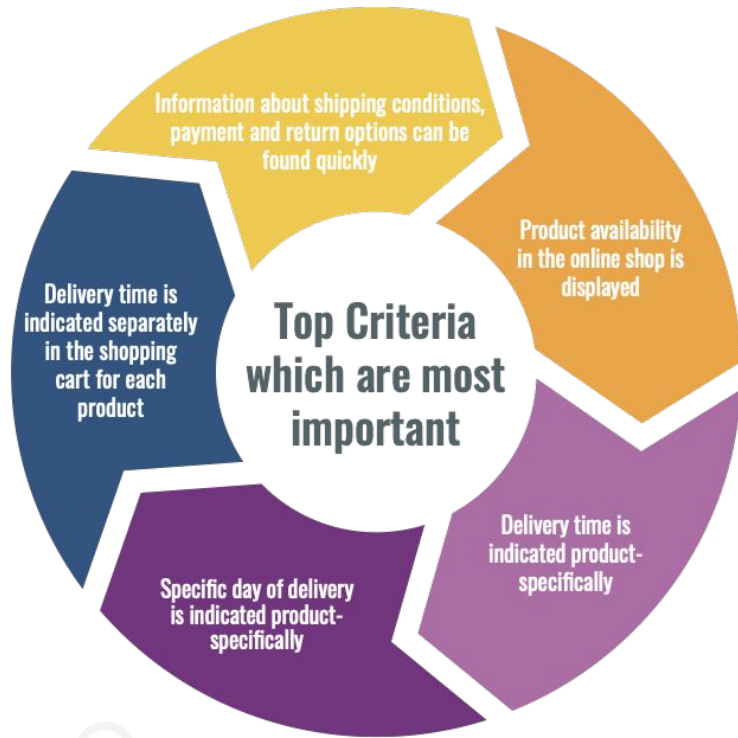
Retailer Examples: User Navigation

Retailers:

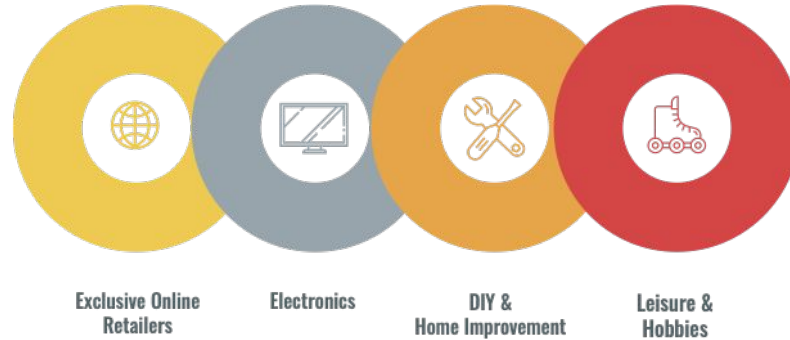


The PKZ and Marionnaud online shops are particularly user-friendly thanks to the option to order as a guest. With both retailers, the shopping cart is also retained after closing the browser, so that customers can continue shopping at a later point in time if necessary. PKZ also offers the option of login via a third-party provider, which enables customers to check out quickly without entering data in the online shop. Marionnaud stands out due to the good optimization of the mobile website: The retailer scores with a short loading time of the mobile website and high response speed as well as good display stability and thus fulfills the requirements of Google Core Web Vitals.

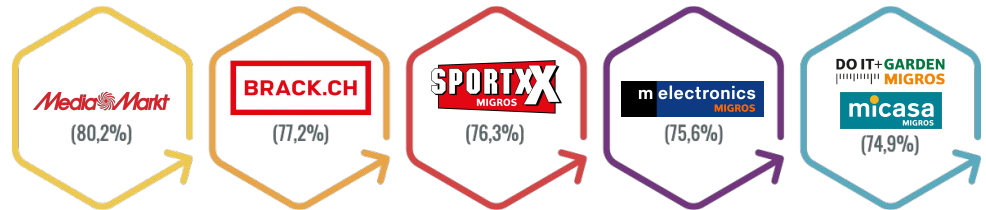
Overview: Information, Transparency & Security



TOP INDUSTRIES

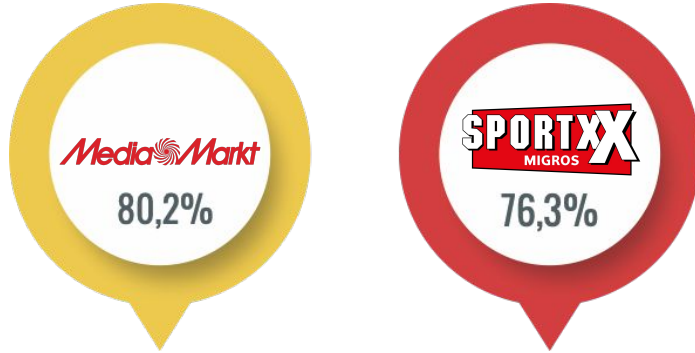


BEST PRACTICE EXAMPLES



Retailer Examples: Information, Transparency & Security

Retailers:



Customers expect maximum transparency when shopping online. Media Markt and Sport XX take this fact into account with information on shipping conditions, payment options and return options that can be found quickly – both on the desktop and in the mobile version of the online shop. Both retailers inform their customers about the specific day of delivery before they make an online purchase, thereby making it easier to plan. Comparison lists are also offered as a decision-making aid for customers, on which the product details of selected articles can be compared. In the interests of transparency, Media Markt and Sport XX have also integrated links to websites on the homepages of their online shops, where they provide information about their sustainability efforts.

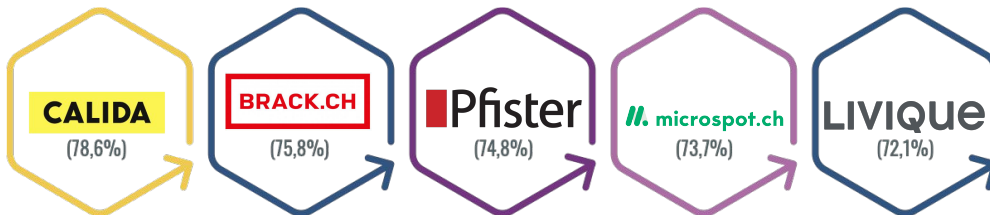
Overview: Contact Options



TOP INDUSTRIES



BEST PRACTICE EXAMPLES



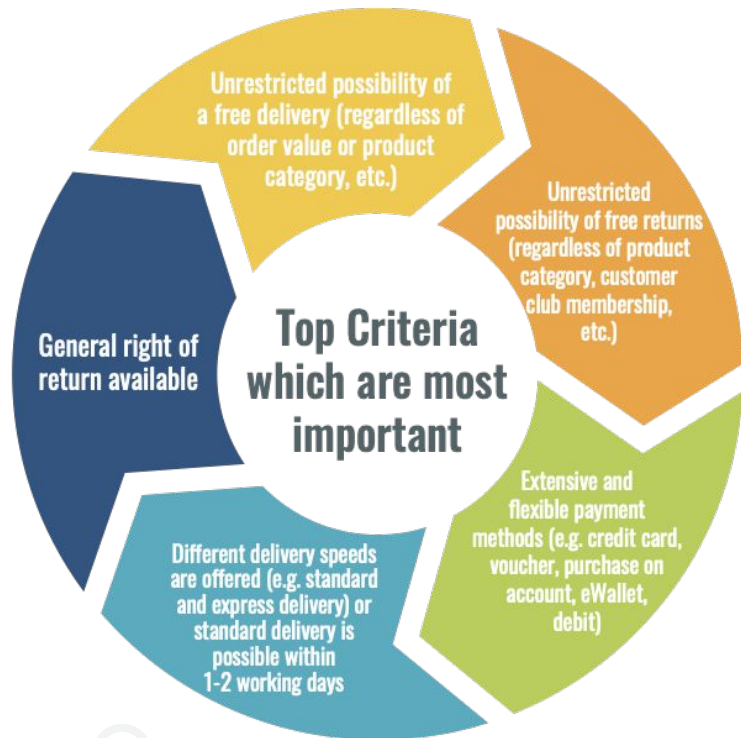
Retailer Examples: Contact Options

Retailers:



Simple, diverse contact options are essential to optimally accompany and support customers in the customer journey. The telephone hotline at Pfister and Livique can be found quickly and easily - with Pfister even with just one click. Both dealers also offer various options for written inquiries, such as email addresses, contact forms and live chats. In addition, Livique and Pfister have reacted flexibly to new requirements by bringing the consultation experience to their customers live via video call at home.

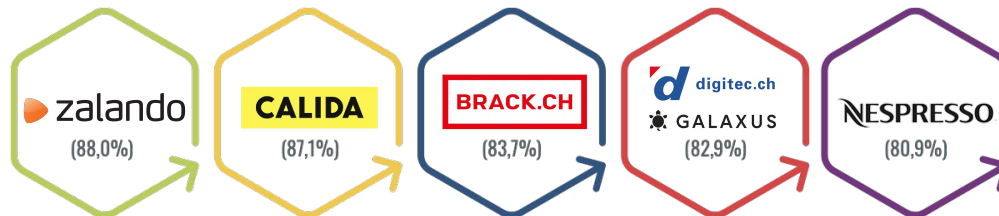
Overview: Fulfillment & Payment



TOP INDUSTRIES

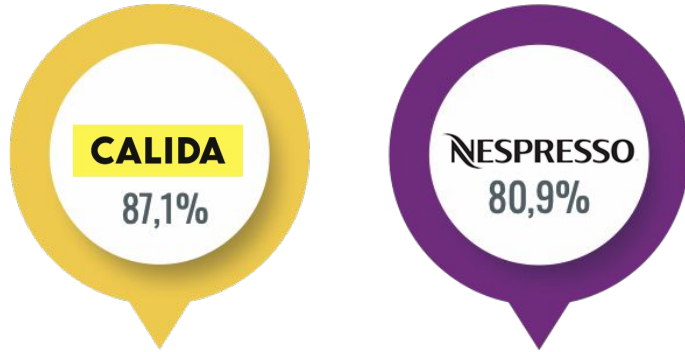


BEST PRACTICE EXAMPLES



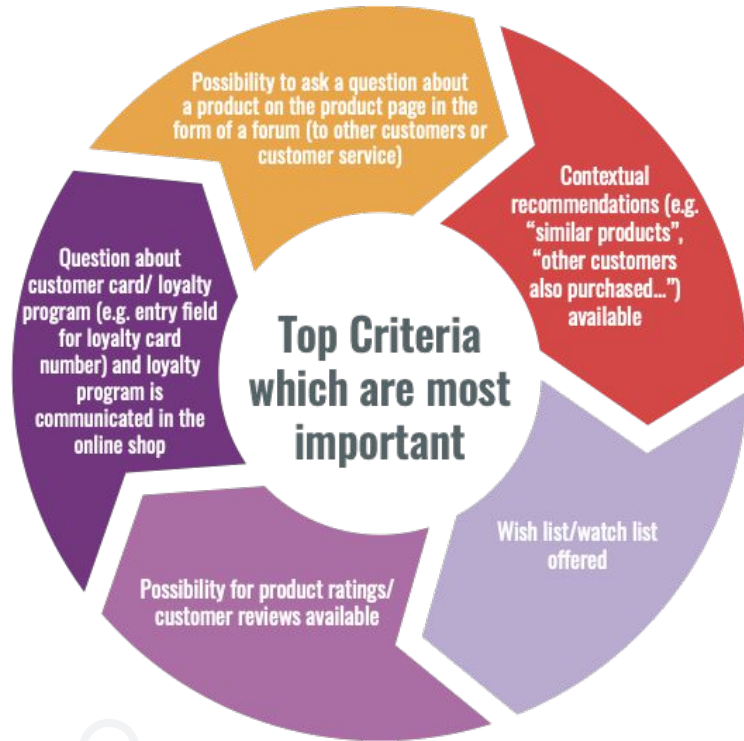
Retailer Examples: Fulfillment & Payment

Retailers:

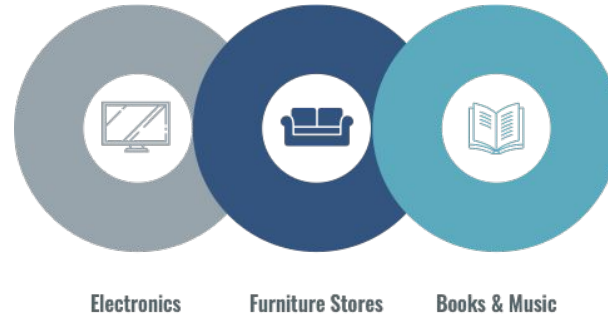


With Nespresso and Calida, customers can choose from a variety of payment options in the online shop - in addition to debit, e-wallet, voucher payment and credit card, purchase on account is also an option. Calida also offers the payment options online banking and payment in advance. With both retailers, delivery is not only free of charge, but also very fast with 1-2 working days as the standard delivery time. Nespresso even offers a same-day delivery option. In addition to the option of picking up ordered products in the retailer's stores, which both retailers offer, customers can also use other pickup points at Nespresso to collect their orders flexibly and independent of the time of day.

Overview: Loyalty & Sharing



TOP INDUSTRIES

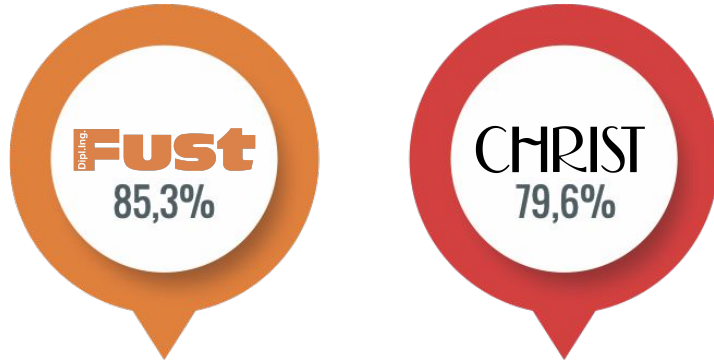


BEST PRACTICE EXAMPLES



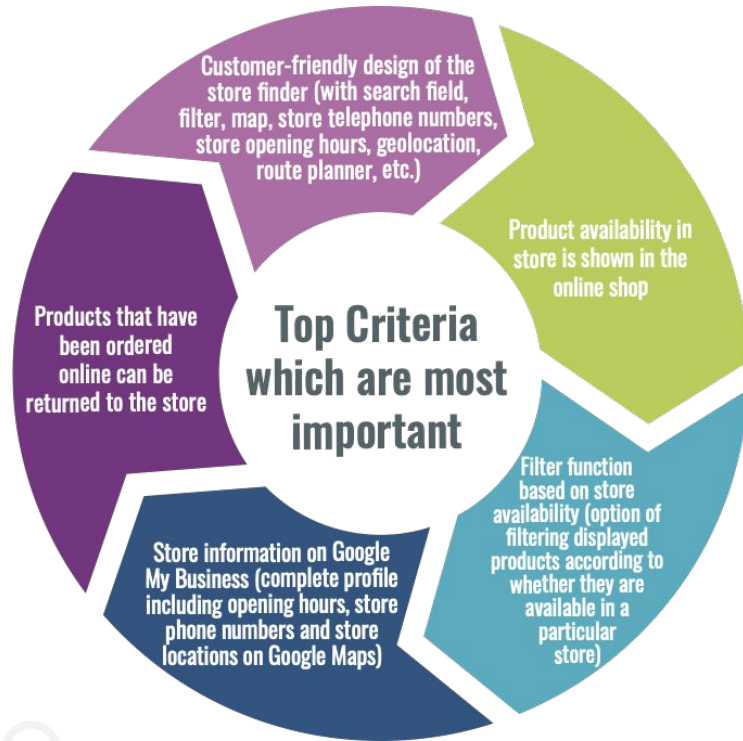
Retailer Examples: Loyalty & Sharing

Retailers:



Both Christ and Fust provide information about the customer loyalty program in their online shops and also enable customers to use the "Supercard" for online purchases and collect points with their orders. In addition, product reviews from other customers can be read in both web shops and you can submit your own ratings. Fust also enables customers to ask questions about specific items in a forum on the product page and to exchange ideas with other customers. Both dealers also offer contextual recommendations (e.g. "similar products", "other customers also purchased" etc.) and watch lists; at Christ, the wish list can also be shared with other people.

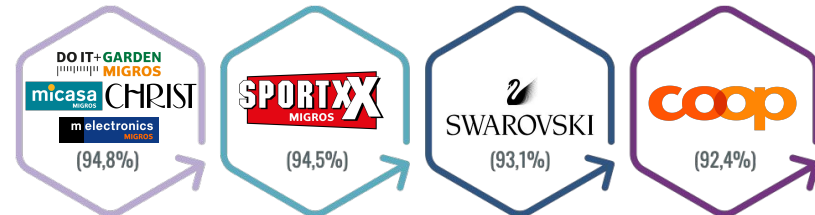
Overview: Channel Integration



TOP INDUSTRIES

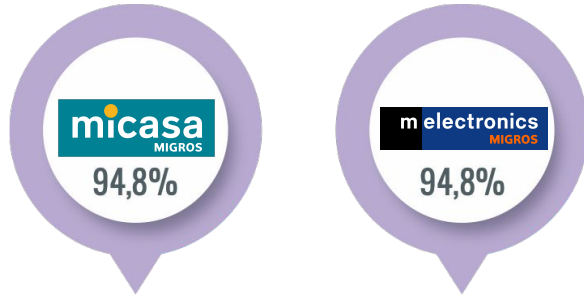


BEST PRACTICE EXAMPLES



Retailer Examples: Channel Integration

Retailers:



Both at Micasa and at melectronics, the store finder can be found very quickly and is designed to be customer-friendly - with the stores displayed in a list and map, filter options for the stores displayed and geolocation for determining the location. Individual store telephone numbers with a click-to-call function enable customers to contact the desired store quickly and directly. A route planner can also be used to find a store as quickly as possible, and store information can also be found directly via Google search. In addition, melectronics and Micasa offer their customers comprehensive omnichannel services. Products can be picked up flexibly in terms of time (even late in the evening or on Sundays and public holidays) using Click & Collect both in the stores of the dealers and in the entire network of "PickMup" locations and products can also be reserved without obligation. When using Click & Collect as well as Reserve & Collect, the customer is informed transparently before the order/reservation is submitted when the product is expected to be ready for collection. It is also easy to check the availability of a specific product in a selected store in the Micasa and melectronics online shops.