



Getting It Right In Omni-channel Retail

# OMNI-CHANNEL RETAIL SOLUTIONS

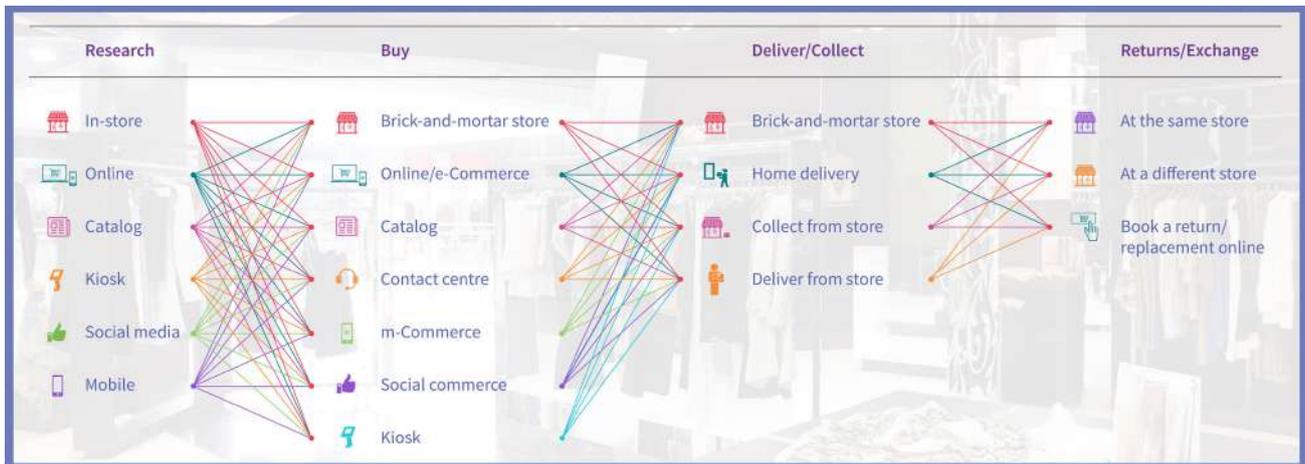
ETP V5



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# Understanding Omni-channel Retail

**Omni-channel Retail** is a concept where a customer can use more than one sales channel such as brick & mortar stores, e-Commerce/Internet, mobile (m-Commerce), social commerce and more to research, buy, collect and return or exchange products from a retailer. Irrespective of the channel of purchase, the customer has a consistent and integrated experience.



## Omni-channel vs Multi-channel

Omni-channel retailing is a consumer centric approach that is a logical evolution of multi-channel retailing. It refers to the adoption of strategies, variety of engagement tools and seamless approach to the consumer experience through all accessible shopping channels.

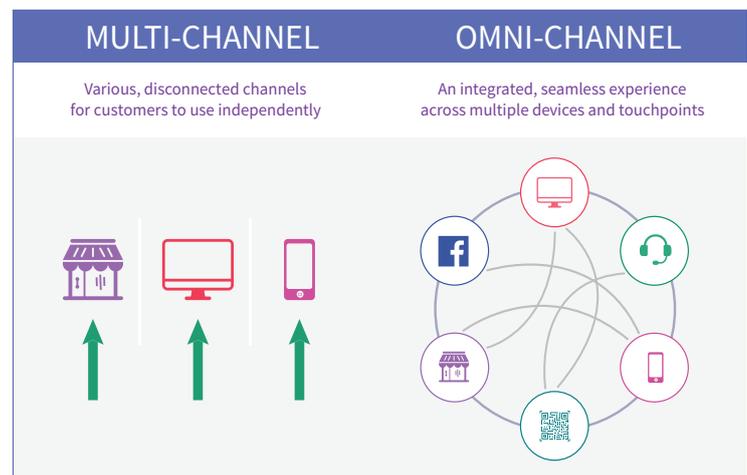
## Advantages of Omni-channel Retail

Omni-channel retailing not only helps organizations to centralize their business operations and implement infrastructure changes, but also enables them to provide a consistent experience to attract and retain customers, thus driving greater sales.

- Improvement in consumers' perception satisfaction
- Single identity for the customer across channels
- Single customer loyalty program across channels
- Access to inventory visibility & ATP across channels
- Transparent pricing & promotions across channels
- Collecting customer information for targeted marketing strategy
- Enhanced productivity, greater sales, higher margins and a wider presence through new income streams

## Drivers of Omni-channel Retail

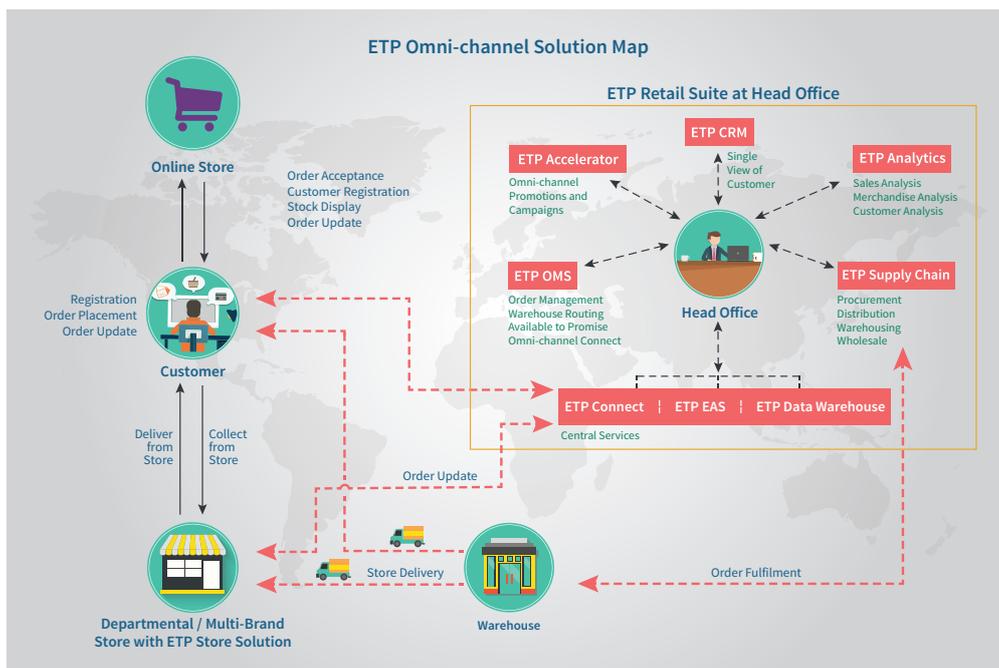
- Increase store throughput (sales/squarefeet - GMROF)
- Increase inventory turns at stores (GMROI)
- Increase revenue per employee (GMROL)
- Increase revenue per consumer through up-selling and cross-selling
- Improve consumer experience, expand consumer base and increase market share



# The ETP Omni-channel Solution

Delight customers and drive profitable growth

The ETP Omni-channel Solution provides seamless integration across all customer touch points. It enables brands to interface with personalized physical and digital retail channels that help to engage better with and create extraordinary value for both the retailer and the end consumers. ETP Omni-channel Store Solution enables true integration between the business back-end operations, supply and demand channels. This ensures the customer can peruse, pick, purchase, like, promote, review, search, seek information and provide feedback from anywhere at any time.



## Benefits of ETP V5 Omni-channel Retail Solutions:



**Click and collect:** Customers can purchase products online and pick them up at their preferred store



**Click and deliver:** Customers can purchase products online and have them delivered to their preferred location



**Single view of customer:** Access customer information across all ETP modules as well as all channels including brand kiosks, social media and online stores



**Unified view of inventory:** Have a holistic view of the inventory available across all retail touchpoints to manage stock movement, pricing, location and shipping options



**Endless aisle:** Order products not available in stores and have them shipped directly



**Easy returns:** Customers can return products at the store or have it collected from the desired location, irrespective of the channel of purchase



**Channel-based promotions:** Develop, track, modify relevant promotions for different retail channels



**Build loyalty:** Seamless visibility and control of loyalty programs across all customer touch-points



**Customer feedback:** Receive actionable feedback from customers to measure and improve store productivity

## Omni-channel POS

### Enable a unified customer experience across channels

The ETP Omni-channel Store provides your customers a seamless experience across all your stores, e-commerce sites and other touch points. The ETP Omni-channel POS software is integrated with an in-transaction CRM system which creates a single view of the customer right from registration to billing to customer specific promotions to loyalty management. It is fast, reliable, easy to learn and use with touch-screen technology – making ETP Store a retail POS software that turns your point of sale into a point-of-delight for both your customers and your store staff. ETP Omni-channel Store is a JPOS compatible Java based and platform independent robust and flexible system, capable of high volume transactions that can fit within various corporate environments thus leveraging your company's existing IT infrastructure and lowering your operational costs. It is Payment Card Industry Payment Application Data Security Standard (PCI PA-DSS) certified so you can ensure the data security of your customers' payment information.



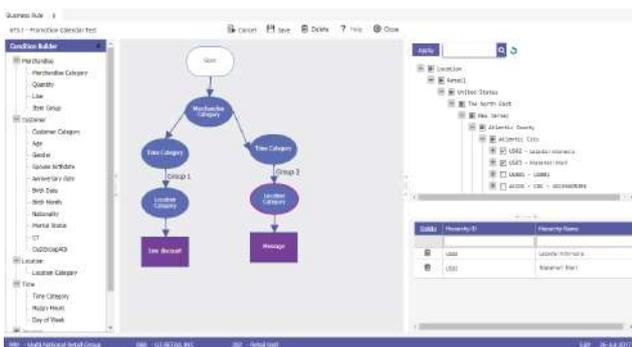
The solution offers features like click and collect, endless aisle and easy omni-channel returns and exchanges. Customers can purchase products online and pick them up at their preferred store outlets, they can order products not available in stores and have them shipped

directly, and they can also return a product at the store or have it collected from the desired location, irrespective of the channel of purchase. Using the omni-channel retail CRM software, customer-based promotions can be developed, tracked and modified while capturing valuable customer feedback. The intuitive omni-channel retail POS solution ensures improved brand visibility, sustained engagement, easy access to products and cross/up-selling promotions to increase the revenue per customer steadily. The ETP Omni-channel POS solution also does quick and detailed billing, cash management, reports, gift vouchers, audit trails and can run in online as well as in offline mode.

## Omni-channel Promotion Planning

### Easily deploy and centrally manage omni-channel promotions

The ETP Omni-channel Retail Promotion Planning solution – ETP Accelerator, is developed to help retailers plan, execute, and monitor retail marketing promotions and deploy them quickly across the online and offline channels. It is designed with a powerful business rule engine that allows you to visualize a promotion across merchandise, channel, location, time and customer dimensions.



ETP Accelerator is equipped with an intuitive dashboard that enables retailers to stay abreast of the customer response to their promotions against various goals and targets set for each promotion, then tweak their retail marketing promotions as well as easily reactivate previously successful promotions. Merchants and stores can view their various marketing promotions across various periods in a daily, weekly and monthly calendar format using the in-built promotions planning calendar allowing them to further sync their promotions with the brand's social media network. The ETP Promotion Planning software also enables you to save promotions

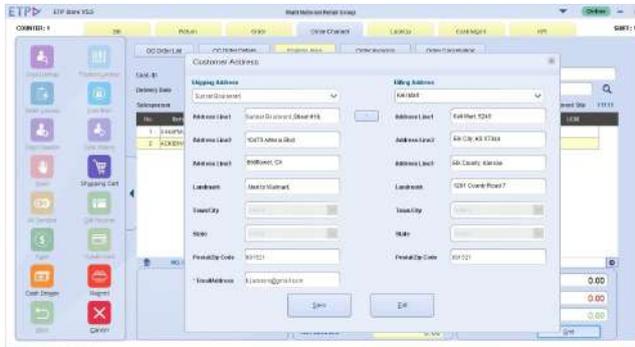
and their performance for various seasons or events, review them the next season or event, and redeploy them after tweaking them. ETP Accelerator helps you create a knowledge based promotions strategy.

# Omni-channel CRM

## Enhance omni-channel customer experience

The ETP Omni-channel CRM solution is integrated with the ETP Omni-channel Store Solution and it connects the

business back-end operations with the supply and demand channels. This ensures the customer can peruse, pick, purchase, like, promote, review, search, seek information and provide feedback from anywhere at any time. Using the omni-channel retail CRM software, channel-based promotions can be developed, tracked and modified while capturing valuable customer feedback. It provides seamless visibility with a dedicated OMS engine to optimize customer order fulfilment. Customers are delighted with personalized offers and empowered with multiple retail channels, modes of payment and delivery options which further aid sales frequency.



ETP Omni-channel CRM

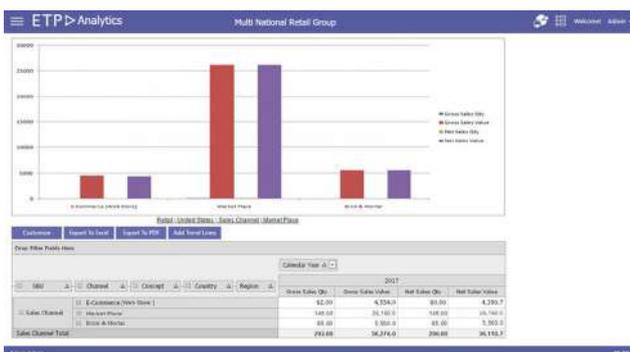
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# Omni-channel Analytics

## Actionable insights that make business better

The ETP Omni-channel Analytics is a retail business intelligence (BI) solution with powerful pre-configured, retail specific

set of KPIs providing a 360° view of business processes for executives to analyze varied information, accrued daily. The solution methodology is based on global best practices for the omni-channel retail business model. It provides actionable insights about customer behavior across multiple retail channels, merchandise performance, location performance and channel performance across various buckets of time.



ETP Omni-channel Analytics

intelligence that helps increase footfalls, improve margins, volume, size and support business functions like promotions and pricelist optimization, demand forecasting, product assortment and customer segmentation.

# Omni-channel Connect

## Seamlessly integrate your offline and online channels

The ETP Omni-channel Connect is a web services middleware which bridges the online and the offline worlds by connecting the ETP V5 suite with e-commerce and social media channels and with third-party applications.

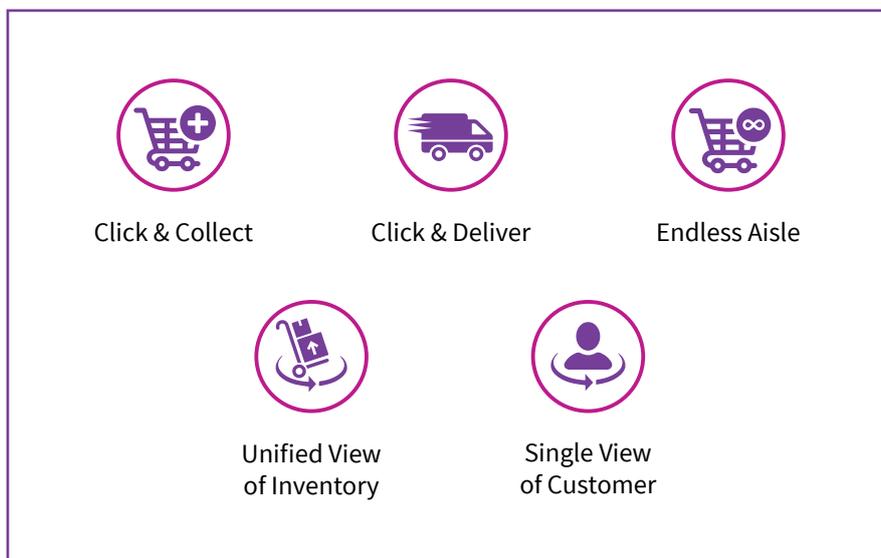


ETP Connect

ETP Connect empowers retailers to use the robust and time tested business logic and web services of the ETP system to connect their systems in real time with other systems in this digitally integrated world. For example, ETP Connect could help in customer creation across channels to have a common Customer Master, in pushing promotions from ETP Accelerator to the e-commerce portal, in pushing e-commerce sales into ETP V5 so you can have a centralized repository of sales and offer an omni-channel experience to your end customers. They can order online and pick up their purchases from the nearest store or order in-store and have the product delivered to their preferred location. Thus, it enables

connecting your business to customers, partners, payments systems, e-Commerce sites and anything else you would need as a retailer.

ETP V5 Omni-channel Retail Solutions enable you to deliver a unified omni-channel experience with features such as Click and Collect, Click and Deliver, Endless Aisle, and a holistic view of the inventory and of the customer. This is done using real-time integration of ETP's POS, CRM and Promotions engine with webstores and marketplaces using ETP Connect's secured web services framework, which has the ability to see and manage order flows.



## Unified Omni-channel Experience

More than 300 brands in 22+ countries, across  
10 time-zones, in 200+ cities, at 25,000+  
stores, in 5 languages, run on ETP

ETP Group is an Omni-channel Retail Solutions company headquartered in Singapore driving change in Asia Pacific, India and the Middle East. Our solutions include Omni-channel POS, Mobility, CRM, Marketing and Promotion Campaigns, Procurement, Warehousing, Distribution, Omni-channel Analytics and Omni-channel Connect. ETP V5 software is used to serve customers across 22+ countries and thousands of stores for over 300 brands. ETP is enabling leading retailers in the region to embrace omni-channel commerce and drive their brands and customer relationships in a unified manner. ETP helps its customers get it right in omni-channel retail.



Australia, Bahrain, China, Egypt, Hong Kong & Macau, Indonesia, Iraq, Jordan, Kuwait, Malaysia, Oman, Qatar, Saudi Arabia, Thailand, The Philippines, Tunisia, Uzbekistan, Vietnam and Yemen.



# Your Omni-channel Technology Partner

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