HAS ECOMMERCE ACCELERATION PUSHED RETAIL CLOSER TO THE OMNICHANNEL IDEAL?
EXECUTIVE SUMMARY

The bare-bones definition of “omnichannel” — a retailer selling via at least two touch points — has been incomplete for several years now. Today, omnichannel’s meaning includes (but isn’t limited to):

• Retail brands managing consistent (or complementary) product assortments, pricing, customer experience and fulfillment options no matter how, when or where customers interact with them;

• Retailers streamlining and integrating fractured shopper journeys, so shoppers can easily bounce from a social post to online research to a mobile-enabled purchase to a store return/exchange; and

• Maximizing the distinct capabilities of each touch point in ways that move shoppers further down the purchase funnel and help nurture long-term relationships.

No one needs to be told how much COVID-19 and its ripple effects (supply chain challenges, store closures, labor shortages, etc.) have affected the industry. But the biggest retail impact — an ecommerce surge that pushed online commerce adoption ahead by years — might have the unintended consequence of moving more retailers closer to an omnichannel ideal. Of course, such a shift will involve painful adjustments for many retailers, particularly those lacking the technological, operational and process capabilities to respond with agility.

This 2021 Omnichannel and Fulfillment Benchmark Report, based on a survey of 115 retail executives, provides a snapshot of an industry transitioning from the “crisis mode” of the past two years into what could be sustainable future growth. Investments in smart, innovative omnichannel and fulfillment solutions will be critical to individual companies — and the industry as a whole — making that transition a successful one.

5 Key Takeaways from the 2021 Survey

COVID-Era Service Pivots Persist: During lockdowns, retailers quickly implemented new service and communication channels. Although physical locations are largely reopened, many of these tactics remain: More than half (56%) of retailers continue to offer customers phone/text chats with associates, with 34% maintaining virtual appointments with salespeople/stylists.

Retailers Sharpen Focus on Customer Acquisition and Retention: Topping the list of retailers’ omnichannel strategic business objectives are acquiring new customers (63%) and improving customer retention (58%).

Multiple Fulfillment Options Central to Omnichannel Brand Strategies: 61% of respondents indicated that multiple ordering/delivery options, including BOPIS, are critical to their omnichannel brand strategy.

Physical Stores Serve as Key Fulfillment Locations: 60% of retailers use active brick-and-mortar stores as the final location they store inventory prior to delivery.

Store Staff Becomes Go-To Resource for Fulfillment: 60% of retailers assign store associates product picking and order prep tasks, and 18% plan to do so within the next 12 months.
While it's unlikely that the steep, rapid ecommerce increases seen in the early days of the pandemic will recur, there are multiple indications that online channels will remain growth “hot spots.” As it has in previous surveys, retailers' company websites top the list of channels that respondents conduct business in, at 76%, compared to 65% operating brick-and-mortar stores.

Other digital channels made strong showings, including social commerce at 43% (up from 36% in 2020) and mobile websites/apps at 36%, up from 30% last year. Ecommerce marketplaces remained essentially static, down to 35% this year from 36% in 2020.
Retailers have been reaping strong revenue increases in these digital channels during the past 18 months: Company website revenues increased somewhat for 27% of respondents, and increased significantly for 43%. Mobile channels generated significant increases for 30% of respondents, and ecommerce marketplaces made significant revenue gains for 27% of respondents.

In contrast, while brick-and-mortar store revenues increased for a combined 33% of respondents, they decreased for a total of 40%. Decreases in digital channels were much lower, topping out at a combined 14% for company websites.

<table>
<thead>
<tr>
<th>Channel</th>
<th>Increased somewhat</th>
<th>Increased significantly</th>
<th>Decreased somewhat</th>
<th>Decreased significantly</th>
<th>No change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online — company website</td>
<td>27%</td>
<td>43%</td>
<td>9%</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Online — social commerce</td>
<td>24%</td>
<td>26%</td>
<td>7%</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>Mobile website or app</td>
<td>20%</td>
<td>30%</td>
<td>9%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Brick-and-mortar store</td>
<td>18%</td>
<td>15%</td>
<td>28%</td>
<td>12%</td>
<td>9%</td>
</tr>
<tr>
<td>Ecommerce marketplace</td>
<td>17%</td>
<td>27%</td>
<td>8%</td>
<td>5%</td>
<td>8%</td>
</tr>
<tr>
<td>Wholesaler/distributor</td>
<td>17%</td>
<td>13%</td>
<td>14%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Catalog</td>
<td>9%</td>
<td>5%</td>
<td>9%</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Voice commerce</td>
<td>7%</td>
<td>8%</td>
<td>9%</td>
<td>10%</td>
<td>3%</td>
</tr>
</tbody>
</table>
The pandemic ecommerce surge did more than “convert” millions of new online shoppers; it also spotlighted the capabilities that digital commerce enables. Retailers cut off from in-person contact with their customers used a variety of methods to bridge the gap, and several have proven effective enough to be added to standard customer experience toolkits.

Topping the list are phone/text chats with store associates, maintained by 56% of responding retailers, followed by virtual appointments with salespeople or stylists, at 34%, and virtual events, at 30%. Adopted to maintain contact with shoppers and keep idled store associates busy, retailers have embraced the ability to efficiently provide focused one-to-one (or in the case of events, one-to-many) interactions between associates and shoppers. Many retailers have extended the virtual events concept to increasingly popular livestreaming, which adds the excitement of real-time broadcasting as well as seamless shopping opportunities.

Retailers have been slower to adopt services that could reduce one of ecommerce’s major pain points: product returns. Just 15% of retailers offer online fitting guides for apparel and footwear, and only 6% deploy AI-powered fit solutions. However, if such solutions prove to reduce return rates, their adoption is likely to climb in 2022 and beyond.
Retail TouchPoints (RTP): What have been the most significant effects of COVID-19 on retailers’ efforts to provide a smooth, friction-free omnichannel experience for customers?

Laura Ritchey: As a result of the pandemic, we’ve seen drastic growth in online ecommerce orders and higher customer expectations across the board. Retailers that hadn’t started evolving contactless selling experiences and harmonized views of inventory had to quickly implement solutions to meet customer expectations. Customers are craving, and sometimes demanding, a convenient and hassle-free shopping experience from click to deliver. The need for a friction-free omnichannel experience has evolved and is now a necessity to provide a consistent brand experience with flexible options for their customers.

RTP: What’s been the impact on the fulfillment/last mile experience?

Ritchey: The pandemic and influx of ecommerce orders led to volume exceeding forecasts, inventory challenges, difficulty in staffing for increased volume, capacity constraints with transportation carriers, and magnified the supply chain disruption that was beginning to emerge. It’s more important than ever for retailers to strategize and adapt their ecommerce fulfillment solutions for the long-term future of ecommerce. Maintaining fast, efficient deliveries means finding the right balance of capacity and optimizing your ecosystem to reach full potential.

RTP: What are the biggest challenges retailers face in offering a true omnichannel experience — and what are some potential solution paths they can take?

Ritchey: Disparate systems often drive siloed operations between different channels, resulting in disjointed customer experiences. In order to provide a seamless experience for the customer, it’s important to provide *convenience, choice and speed with the backbone of product availability in a single, trusted view*. This helps to streamline store operations and ecommerce fulfillment and supports evolving business demands with real-time visibility and control over inventory to fulfill every customer order on time and profitably.

RTP: What are some strong solutions for today’s fulfillment and last mile challenges?

Ritchey: Retailers need to make accurate delivery promises based on a clear view of product availability and optimize their fulfillment solutions, including last mile, by creating a healthy ecosystem where each part supports the other to create greater visibility and transparency for your team and customers.

A partner like Radial can provide an expansive global fulfillment network and integrated last mile delivery services with a strong technology backbone, enabling seamless integration, real-time end-to-end order visibility and business intelligence to deliver a best-in-class customer experience.
RTP: How important is post-purchase care (delivery, returns, customer service, etc.) to the customer experience, and what can retailers do to improve it?

Ritchey: Post-purchase care is extremely important to maintaining a great and seamless customer experience from click to deliver, driving customer loyalty. It encompasses everything from accurate and timely delivery to ease of customer service tools and smooth return options. Convenience plays a big part in all areas here as well. Customers want simple ordering, fast delivery times, quick responses and easy resolutions. A global network, transparent data, trained agents with tools and tech at their disposal and a connected omnichannel experience can all help you improve the post-purchase care process.

RTP: What are some of the key benefits of taking a holistic approach to tech solutions in today’s operating climate?

Ritchey: Evolving customer behaviors and shifting market conditions require retailers to scale operations on demand to thrive in today’s operating climate. A holistic approach extends across multiple facets of a retail organization, but a true seamless customer experience starts with solid operational infrastructure and technology. Having core technology in place that is easy to use and integrate helps with data visibility and tracking, creates flexibility in the order journey, and reduces operational risks in order to deliver the best customer experience possible.
AWASH IN ONLINE SHOPPERS, RETAILERS RAMP UP CUSTOMER ACQUISITION AND RETENTION EFFORTS

All retailers strive to achieve an optimal balance between customer acquisition and customer retention. Too much emphasis on acquisition is like filling a leaky bathtub, while too much emphasis on retention can inhibit a retailer’s growth.

This year’s survey indicates retailers are in aggressive customer acquisition mode, but they are also focused on keeping current shoppers in the fold. Acquiring new customers is their top strategic omnichannel business objective, at 63%, followed by improving customer retention, at 58%. In 2020, providing a seamless customer experience across all channels was the leading omnichannel strategy, embraced by 75% of respondents; this year it has fallen more than 20 percentage points, to 54%.

It’s likely that the COVID-fueled ecommerce surge is a key driver of the rise in customer retention efforts this year, which were identified as a top strategy by only 46% of respondents in 2020. While ecommerce giants like Amazon, and to a lesser extent Walmart, are able to cement customer loyalty with programs like Prime and Walmart+, online commerce has some built-in disadvantages when it comes to customer retention.

With competitors just a click away, it’s much easier for online shoppers to compare prices or to find another source for products when a retailer is out of stock. It’s also easier for customers to find retailers offering fulfillment methods that meet their needs. That’s why multiple ordering/delivery options top the list of important omnichannel brand strategies, at 61%, followed closely by consistent pricing across channels, at 60%.

In another sign that consumer preference shifts are having a major impact on retailers’ strategies, a commitment to sustainable practices came in third among key omnichannel brand strategies, at 57% — higher than perennial favorites personalized offers/communications (54%) and free shipping (48%). Retail executives are realizing that sustainability concerns are no passing fad, and they will be tasked with providing real-world support for their stated sustainability strategies in coming years.

What are the most important strategic business objectives of your company’s omnichannel strategy?

- Acquiring new customers: 63%
- Improving customer retention: 58%
- Providing a seamless experience across all channels: 54%
- Reacting more quickly to business/market changes: 50%
- Maximizing value of brick-and-mortar store footprint: 49%
- Optimizing inventory investments: 36%
- Building on recent ecommerce growth: 36%
- Creating personalized 1:1 interactions with customers: 23%
- Localizing assortments/services: 20%

2021 Omnichannel and Fulfillment Benchmark Survey
There's good news for the many retailers seeking to boost customer loyalty: 52% say their omnichannel strategies have improved customer retention, up from 32% in 2020. Just under half (49%) cite increased customer engagement with their brand, a key driver of customer loyalty, as an omnichannel benefit.

What are the most important components of your omnichannel brand strategy?

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multiple ordering/delivery options (e.g. BOPIS)</td>
<td>61%</td>
</tr>
<tr>
<td>Consistent pricing across channels</td>
<td>60%</td>
</tr>
<tr>
<td>Commitment to sustainable practices</td>
<td>57%</td>
</tr>
<tr>
<td>Experiential offerings (events, classes, etc.)</td>
<td>54%</td>
</tr>
<tr>
<td>Personalized offers/communications</td>
<td>54%</td>
</tr>
<tr>
<td>Free shipping</td>
<td>48%</td>
</tr>
<tr>
<td>Loyalty program</td>
<td>47%</td>
</tr>
<tr>
<td>Cross-channel inventory availability</td>
<td>43%</td>
</tr>
<tr>
<td>Charitable giving/social responsibility</td>
<td>39%</td>
</tr>
<tr>
<td>Services, e.g. stylists and personal shoppers</td>
<td>23%</td>
</tr>
<tr>
<td>Installation and break/fix services</td>
<td>14%</td>
</tr>
</tbody>
</table>
When it comes to the mechanics of omnichannel retailing — particularly tracking shoppers’ activity across the entire shopper journey — retailers are relying on many of the same tools as they have in previous years, led by ecommerce site login/access at 50%, loyalty programs at 41% and social media tracking at 39%. The looming demise of cookies will likely push these tracking methods higher in future surveys.

Additionally, retailers will need to focus more of their efforts on first-party data, such as that collected from loyalty program members and mobile app users, to not simply react to customer trends but to more accurately forecast them. Gathering, analyzing and using this valuable data will also help retailers enhance their personalization efforts, which are critical to the customer engagement that keeps first-party data flowing.

### What are the most valuable ways your omnichannel strategies have improved your business?

- **Improved customer service:** 57%
- **Improved loyalty/customer retention:** 52%
- **Increased customer engagement with brand:** 49%
- **Improved marketing effectiveness:** 44%
- **Improved inventory optimization:** 43%
- **Improved supply chain efficiency:** 39%
- **Increased conversions and/or basket sizes:** 32%
- **Improved Customer Lifetime Value (CLV):** 25%
- **Improved employee satisfaction/retention:** 24%
As it did in 2020, providing customers with the ability to track their orders across channels was the leader among the types of omnichannel information available to shoppers, at 49%, followed by the ability to access promotions and offers across channels, at 40%. As more consumers take advantage of new touch points (social commerce, livestreaming, marketplaces, etc.), such capabilities are moving firmly into the category of table stakes.

However, one big technological hurdle remains: the availability of real-time inventory data down to the store and item level. Having up-to-date information about exactly how many items are in stock at a particular store is a prerequisite for successful BOPIS and curbside pickup operations, which show every sign of maintaining their popularity even as COVID retreats. Retailers promising that an item is available for pickup, and then failing to keep that promise, will anger shoppers who have made a purposeful trip to the brick-and-mortar store.

In a sign that many retailers are still struggling to find a solution to this challenge, just 30% provide real-time inventory data to shoppers — a slight decrease from the 33% that did so in 2020.
**Retail TouchPoints (RTP):** What are the biggest challenges retailers face in offering a true omnichannel experience?

**Graziani:** One of the most common problems is carrying too much inventory, and that’s been exacerbated by high return volumes. While retailers can’t control consumer behavior all the way, if they know what the customer is going to love, that customer is more likely to purchase and then keep that product. Retailers need to make it easy for customers to have trust in what they purchase as well as meet their expectations. Accomplishing this without reliable and accurate data is very difficult, because it combines selling, marketing and merchandising to customers on the front end of the business while optimizing the backend procurement and supply chain aspects of the business. In short, the better a brand understands their customer and can deliver on customer expectations, the more a brand will improve the efficiency in the supply chain, which innately means improving the bottom line.

Doing this in a non-connected way is grueling. People have to worry about integrations, or whether the data that they’re pulling out of systems is correct, reliable and up to date. The solution we recommend is a single source of truth with Microsoft’s Dynamics 365 suite of business applications, which leverages a common data cloud-based platform hosted on Microsoft’s Azure Cloud. This replaces the common picture that we see, which involves multiple, disparate systems and point solutions that require complex and often unreliable integrations that are cobbled together, which involves hefty costs and exhaustive efforts to maintain.

**RTP:** What about improving fulfillment and the last mile?

**Graziani:** The beauty of the Microsoft platform is that it’s end-to-end, from the supply chain all the way to the customer experience. Even if you do as a brand is deploy a piece of that technology, it can dramatically improve the experience and brand operations, if only for a specific functional area of the business. For example, even if you have a different backend system, just having a single source of truth for all customer data, with everything customer-related in one place, you can improve and modernize by building from there. Things like correcting customer engagement and customer insights are all relatively small and perhaps more “digestible” from a financial and change management aspect while delivering enormous value to the organization.
Retailers using their brick-and-mortar stores as key components of fulfillment efforts was already a strong trend prior to COVID-19. The Retail TouchPoints 2020 Last Mile Benchmark Survey, conducted in February-March 2020, revealed that more than two-thirds (67%) of retailers used active physical stores as the final stop for inventory prior to delivery to customers, followed by distribution centers at 51%. This year, that percentage has dropped to 60% for stores, while distribution centers remained basically static at 49%.

This increased reliance on store-based fulfillment has major implications for the customer experience, inventory management and store operations: 60% of retailers already task their in-store staff with product picking and order preparation, and another 18% plan to do so within the next 12 months. Just over half (53%) have marked off dedicated space for order prep, with 22% planning to add it in the coming year.

Separate microfulfillment centers and dark stores are currently less common, at 28% and 25% respectively, but as retailers assess their store footprints for potential closures and seek ways to use available real estate, these figures could rise. While usage of unattended solutions such as pickup lockers remains fairly low, at 12%, it also shows strong signs of potential growth, with 33% of respondents planning to add it. In December 2021, Costco announced plans to double the number of its locations offering pickup lockers in the coming year.

### What are the final locations where you store inventory prior to delivery to customers? (Check all that apply)

- Active physical stores: **60%**
- Distribution centers: **49%**
- Dark stores (i.e. not open to the public): **21%**
- Third-party locations (e.g. lockers, non-store pickup points): **18%**
- Microfulfillment centers: **15%**
The use of IoT sensors and RFID on shipping containers, currently at 14% and 13%, likewise shows strong growth potential, with 23% of respondents planning to add each solution in 2022. Such technologies will be vital to addressing the demand side of supply chain challenges, allowing retailers to gather important real-time product location data and to position inventory where it has the greatest sell-through opportunity.

Retailers have ambitious plans to bring even more technology to bear as they seek to make last mile operations both seamless and cost-effective. While usage of RFID applications and algorithms to pre-position inventory closer to expected demand locations remains relatively low, at 15% each, 31% and 25% of retailers, respectively, plan to add these solutions within the next 12 months.
Which last mile technologies do you use?

- Transportation management solution: Used by 30% now, plan to add by 23% in next 12 months.
- Vehicle monitoring technology: Used by 23% now, plan to add by 21% in next 12 months.
- Mobile device monitoring of delivery people: Used by 21% now, plan to add by 26% in next 12 months.
- Route optimization system: Used by 20% now, plan to add by 23% in next 12 months.
- Algorithms to pre-position inventory closer to expected demand locations: Used by 15% now, plan to add by 25% in next 12 months.
- RFID on products/packaging: Used by 15% now, plan to add by 31% in next 12 months.
- AI/machine learning: Used by 14% now, plan to add by 28% in next 12 months.
- Internet of Things (IoT) sensors: Used by 14% now, plan to add by 23% in next 12 months.
- RFID on shipping containers: Used by 13% now, plan to add by 23% in next 12 months.
- Land-based robotic (i.e. non-assisted) deliveries: Used by 8% now, plan to add by 15% in next 12 months.
- Autonomous cars: Used by 6% now, plan to add by 16% in next 12 months.
- Drone deliveries: Used by 4% now, plan to add by 16% in next 12 months.
More than two-thirds (68%) of retailers cited rising shipping costs as a significant last mile challenge, up from 52% in 2020. The problem is particularly acute since customer expectations of free or low-cost shipping also rose, from 55% last year to 58% in 2021. Additionally, shipping costs topped the list of returns-related challenges, at 65%.

What are your most significant last mile/fulfillment challenges?

- Rising shipping costs: 68%
- Customer expectations around delivery times: 67%
- Handling customer queries/complaints efficiently/effectively: 65%
- Delivery/fulfillment logistics: 64%
- Customer expectations of free/low-cost shipping: 58%
- Returns management: 50%
- Returns costs: 43%
- Quality control of post-purchase service providers: 43%
- Allocating/scheduling store workforce for fulfillment tasks: 38%
- What are your greatest product returns challenges?
  
  - Cost of returns shipping/handling: 65%
  - Cost of inspecting/re-integrating items into sellable inventory: 50%
  - Communicating effectively with shoppers about return rules and processes: 47%
  - Cost/logistics of crediting shoppers’ accounts and/or providing refunds: 42%
  - Minimizing fraudulent returns: 35%
  - Managing in-store staff requirements for returns processing: 34%
  - Customer issues with packing and shipping returned items: 27%
  
Just 29% of retailers don’t outsource any last-mile services, but those that do rely on several, including courier delivery services (48%); third-party delivery partners such as Deliv, DoorDash and Instacart (29%); and product delivery and setup for appliances and furniture, at 17%. 

COST INCREASES PUSH RETAILERS TO USE THIRD-PARTY SERVICES, BUT CX CONCERNS REMAIN DRAWBACKS
Costs are a key reason for outsourcing: 46% of retailers said third-party services are more cost-effective than in-house alternatives. For 41% of retailers, they have little choice since they lack the infrastructure for key elements of last mile operations.

While many retailers cite the benefits of using third-party services — 43% say they provide a better match for customer expectations, and 41% say they allow retailers to offer expanded product assortments and services — outsourcing does create its own problems, particularly in the area of customer experience.

The top concern, at 46%, is limited control or oversight of service levels, and 33% cite customer and/or internal confusion about who’s responsible if errors occur. Additionally, 31% of retailers don’t like that outsourcing prevents them from engaging directly with their customers during the post-purchase process, which can be a critical time for feedback collection, supporting ongoing product education and fostering long-term loyalty.

One way third-party companies can raise their stock with retailers is to provide them with valuable data along with their services. Currently, just 29% of retailers identify this as an outsourcing benefit, but it’s likely to be an increasingly important element in today’s data-driven retail industry.
What are the key benefits or drawbacks from outsourcing last-mile services to third parties?

- Limited control/oversight of service levels: 46%
- More cost-effective than in-house alternatives: 46%
- Better match for customer expectations: 43%
- Opportunity to offer expanded product assortment/services: 41%
- We lack the infrastructure for key elements of the last mile: 41%
- Customer and/or internal confusion about who’s responsible if errors occur: 33%
- Lose opportunity to directly engage with customers during post-purchase: 31%
- Third parties provide valuable data along with services: 29%
- Costs too high to maintain margins: 23%

Methodology

The 2021 Retail TouchPoints Omnichannel and Fulfillment Benchmark Survey is based on responses from 115 retail executives, collected via an online survey conducted in November and December 2021. Following are respondent breakdowns based on retail vertical and annual revenue.

Retail Vertical

- Specialty hardgoods: 23%
- Specialty softgoods: 12%
- Big box: 11%
- Department store: 9%
- Supermarket/grocery: 7%
- Electronics: 7%
- Convenience store: 5%
- Office supplies: 3%
- Drugstore/pharmacy: 1%
- Other: 22%

Annual Revenue

- Less than $50 million: 45%
- $50 million to $100 million: 21%
- $100 million to $500 million: 9%
- $500 million to $1 billion: 12%
- $1 billion to $5 billion: 4%
- More than $5 billion: 9%
Radial, Inc., a bpost group company, is the leader in ecommerce solutions. Premier brands around the world confidently partner with Radial to deliver their brand promises, anticipate and respond to industry disruption and compete in a rapidly evolving market. Our expansive network of fulfillment centers, flexible transportation services and advanced omnichannel technologies, help clients meet increasing consumer expectations and maintain market competitiveness. With our personal customer care services and intelligent payment and fraud solutions, brands confidently deliver high-value customer experiences required today. We are flexible, scalable, and focused on our clients’ business objectives. Learn how we deliver today’s retail for you at radial.com and follow us on Twitter @radialcorp.

877.255.2857
sales@radial.com

Sunrise Technologies is the premier provider of Microsoft Dynamics 365 and Power Platform solutions for apparel, footwear, home furnishings, textiles, consumer products, manufacturing, and retail companies. The consulting and support teams deliver game-changing, omnichannel, global, Tier 1 supply chain solutions without all the cost and complexity.

336.722.6741
info@sunrise.co
Retail TouchPoints and design:retail give all members of the retail world access to a vibrant community that combines insights, inspiration and opportunities to interact with their peers. We sit at the intersection of the art and science of retail strategy, providing granular data, high-value commentary, and aspirational success stories to help readers optimize customer experiences across all channels. Touching all facets of the retail ecosystem, including store experience and design, workforce management, digital marketing and engagement, and omnichannel optimization, our editorial content, multi-media resources and events take timely news and trends and transform them into tactical takeaways that meet the unique needs and priorities of our executive readers.

201.257.8528
info@retailtouchpoints.com

ABOUT THE AUTHOR

Adam Blair, Editor
Avid theater-goer, intrepid journalist and grammar nag. There's always something new to learn about retail technology.