

Omnichannel Success: A 12-Step Data Strategy

 **STIBO SYSTEMS**
MASTER DATA MANAGEMENT





This checklist provides a general framework to guide the development of a superior omnichannel experience for retail businesses.

Dividing your approach into three phases - [COMMERCE](#), [PERSONALIZATION](#) and [ECOSYSTEM](#) - allows you to achieve tangible results as you go along. More opportunities are coming to fruition as your data maturity grows.



PHASE 1: COMMERCE

Consistent, high-quality product data remains the basic requirement for any omnichannel strategy.

1. Make sure you have rich and accurate product information

- Ensure accurate and detailed product descriptions, including specifications and images are available in a single source, so it's easy to share across all channels and, of course, easy for your customers to make buying decisions.
- Your single source should be an open PIM system with extended integration options for later expansion.
- Get the product data right the first time, so you don't need to go back to fix content after onboarding.

2. Automate processes

- Automating product onboarding, order fulfillment and customer support helps to streamline operations and improve efficiency. This will increase both customer and employee satisfaction.
- Leverage technologies like AI and machine learning for intelligent automation, e.g., by using an onboarding portal.

3. Maintain consistent branding and messaging

- Based on a single source of product information you can maintain a consistent brand identity and messaging across all channels to create a cohesive and recognizable brand experience.
- Ensure that visual elements, tone of voice and promotions align across online and offline touchpoints.





PHASE 2: PERZONALIZATION

You need access to accurate customer data to deliver personalized experiences. However, good customer data is hard to come by. Once you have it, you need to govern it, including your customers' consent to use it.

4. Set up a system to collect first-party data

- Collect data directly on your own platforms, using emails, subscriptions and customer loyalty programs.

5. Unify customer data

- Implement a centralized customer database to collect, consolidate, protect and manage customer information from various touchpoints.
- Make sure customer master data is clean and up-to-date before you feed it into your customer data platform (CDP) or marketing automation. You can't build personalized experiences on bad data.
- Having high-quality customer data, you can safely implement tools and processes like customer segmentation, predictive analytics and recommendation engines to enhance personalization efforts.

6. Maintain data quality

- Create a data policy encompassing all relevant data domains, primarily product and customer data.
- Implement tools and protocols to cleanse and govern data according to policy before publishing.
- Appoint data stewards to maintain the process
- Enhance data literacy across the organization to make data accuracy a priority in all actions.





PHASE 3: ECOSYSTEM

Having established a single source of trusted master data and data governance processes, you are all set to expand your omnichannel towards unified commerce and integrate backend systems for greater operational efficiency.

7. Integrate systems that use master data

- This includes ecommerce platforms, POS systems, CDP, CRM, ERP and OMS systems, to ensure a seamless data flow across all channels.
- This is provided with a technology-agnostic, open platform to store and synchronize all master data. Build APIs or use Data as a Service to feed your channels with trusted master data.



8. Create digital ecosystems

- Embrace digital platforms, including social media, mobile apps and online marketplaces, to reach customers across multiple touchpoints.
- Integrating online and offline channels, allows customers to research, purchase and return products through their preferred channels.
- Using data in-store that is collected online helps create a seamless experience.

9. Create cross-channel product visibility

- Implement real-time inventory management systems that provide accurate visibility into stock availability across all channels.
- Enable customers to check product availability, reserve items and fulfill orders from any channel.
- Manage product and location data in combination to show which products are available at particular stores.

10. Integrate customer support channels

- Integrating chatbots, live chat, email and phone helps to provide consistent and efficient support across all touchpoints.
- It also ensures customer support agents have access to unified customer data for personalized assistance, saving time to look up customers in different systems.

11. Offer order fulfillment flexibility

- Joint management of product and location data and integrating your master data platform with your ERP system enables you to offer various fulfillment options, including in-store pickup, ship-from-store and third-party logistics partnerships.
- Optimize inventory allocation and routing to fulfill orders efficiently and cost-effectively.


12. Create processes for continuous optimization

- Monitor key performance indicators (KPIs) related to omnichannel operations and the voice of the customer in the customer experience.
- Regularly analyze data and feedback to identify areas for improvement and implement iterative enhancements to the omnichannel strategy.

Remember that every retailer's specific steps to be taken may differ based on the retailer's business model, target audience and resources. You will find a lot more useful information in the white paper:



[DOWNLOAD THE WHITE PAPER HERE](#)



Your Omnichannel Data Checklist Summary

Summary

Keep track of your digital transformation by documenting your progress.

PHASE 1: COMMERCE

- Make sure you have rich and accurate product information
- Automate processes
- Maintain consistent branding and messaging

PHASE 2: PERSONALIZATION

- Set up a system to collect first-party data
- Unify customer data
- Maintain data quality

PHASE 3: ECOSYSTEM

- Integrate systems that use master data
- Create digital ecosystems
- Create cross-channel product visibility
- Integrate customer support channels
- Offer order fulfillment flexibility
- Create processes for continuous

Thank you for reading our
**Omnichannel
Data Checklist**