

Location, location, location goes online with omnichannel systems

 By [Simon Campbell-Young](#)

27 Jan 2015

The mantra 'location, location, location' is taking on an entirely new meaning, now that consumers are becoming increasingly tech-savvy. Retailers now have to be present anywhere that consumers want them to be, and at any given time.

This doesn't mean that you now have to fling open the doors of your brick-and-mortar shop 24/7, 365 days per year or go door-to-door to sell your merchandise or service.

With consumers who are becoming increasingly impatient (they want it now), sophisticated and digitally-empowered, coupled with the proliferation of mobile devices and the constant evolution of web connectivity in terms of speed and availability, the omnichannel is becoming a necessity if one wishes to stay abreast of the competitors and turn a profit.

The world's largest retailer, Wal-Mart has begun implementing it already. Yet despite the recent spike in its e-commerce revenues, the retailer revealed that it still only accounts for 3% of its overall sales. Thanks to adopting and implementing new strategies, including a few omnichannel initiatives like the ship-to-store service, Wal-Mart believes that it can deliver 30% e-commerce revenue growth this year, jumping from \$10 billion in fiscal 2014 to \$13 billion this year.

The one omnichannel strategy of Wal-Mart that we think is true genius and which might work well in South Africa, where many people are still unbanked and still transact with cash only, is its 'pay-with-cash' facility, which allows customers to order products online and then pay with cash at their nearest store.

In the end, this is what a great omnichannel plan will do: benefit your brand, increase your bottom-line, as well as appeal to the consumer by making interaction with your brand as easy and pleasant an experience as possible.

ABOUT SIMON CAMPBELL-YOUNG

Having started his career as a startup partner for FSA Distribution in 1990, Simon Campbell-Young went on to start his own company called Menteck Distribution in 1995. This was sold to a public company called Siltek Holdings between 1998 to 2000. Shortly thereafter, he took his experience in the technology sector, garnered over more than 23 years, to form specialist distribution company Phoenix Distribution in 2000.

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