How Magento Commerce Delivers a "Channel-less" Omnichannel Experience

Features to help you deliver a channel-less experience that customers love

A great omnichannel experience transcends channels.

You might even call it "**channel-less**." It's designed around customer needs and behaviors. It has a consistent look, feel, and language everywhere people shop. It's also profitable. A study that examined online and offline sales data found that omnichannel shoppers accounted for **7 percent** of all customers but a 4 times larger (**27 percent**) share of sales.[1]

But connecting all your channels and touchpoints into an omnichannel experience that looks and feels channel-less is a complex process. Bridging the gap between your physical and online stores is a big challenge. It requires connecting multiple, advanced technologies. Unless you start with Magento Commerce.

Magento Commerce is a proven and flexible commerce platform. Magento Order Management delivers omnichannel experiences through powerful order orchestration, sourcing, and fulfillment. Together, they

provide a complete omnichannel solution to fuel your business. It can help you build a channel-less experience for all your customers—without a lot of extra complexity or systems integration costs.

The bottom line? With Magento Commerce, connecting your in-store and online experience is probably easier than you think. This checklist calls out Magento functions and features that power the five critical pillars of the channel-less experience:

1 Availability
2 Consistency
3 Flexibility
4 Personalization
5 Transparency

1. Availability

A channel-less experience is available 24 x 7. Customers can get what they need anytime and anywhere. This means, at a minimum, that your website and your mobile app are always available. Your website should offer a great, localized experience and never slow down.

It's also critical that your entire inventory is available. Shoppers should be able to see all your products online and where they can find them. Plus, they should be able to see their options for ordering different products, such as ship-to-store, pre-orders, etc.

Finally, your channel-less experience should also be accessible. You should offer local language and currency options in all the countries where you do a substantial about of business. Moreover, content and messaging should be custom tailored for each location.

HOW MAGENTO COMMERCE SOLUTIONS MAXIMIZES AVAILABILITY

🛒 **Magento Commerce**

- Keep your website up 24 x 7 with resilient, high-performance cloud hosting.

- Scale up as transaction volumes increase.

- Create and deploy localized stores.

📋 **Magento Order Management**

- Connect your product listings to your entire inventory, both in stores and in warehouses.

- Give customers visibility into where products are, and how they can get them.

- Fulfill orders in whichever way is most efficient for you and your customers.

📱 **Magento PWA Studio**

- Build Progressive Web Apps that can access native smartphone features like push notifications.

- Support multiple devices from a single code base.

⚙️ **Magento Commerce API**

- Connect seamlessly with many real-time chat programs, knowledge base programs, and other "self-service" technologies.

- Choose from many pre-built/ certified solutions built on Magento Commerce API on the Magento Marketplace.

2. Consistency

A channel-less experience looks and feels the same across multiple channels. Your brand's pricing, products, and policies should be consistent. Or, if they're different, is should be part of a thoughtful strategy. For example, many brands get good results when they have different online and in-store prices but match their online prices in-store.

Plus, all your touchpoints should give customers consistent information. Call center reps and store associates should have all the customer and order information that's available on your website.

HOW MAGENTO COMMERCE SOLUTIONS MAXIMIZE CONSISTENCY

Magento Order Management

· Centralize orders and individual order details, no matter where orders are placed.

· Connect all channels to the latest inventory data

· Ensure store associates know about online orders that will be picked up

· Ensure store associates in store know exactly how to handle online orders that are returned in store

Amazon Sales Channel (ASC) for Magento Commerce

· Manage your product catalog for your online store and your Amazon store with the same admin panel.

· Synchronize product information across your website and your Amazon channel.

· Update inventory information when orders are fulfilled via Amazon.

Magento Commerce API

· Connect seamlessly with Product Information Management (PIM) solutions that help you manage and optimize product-relate content across all channels, including physical stores.

· Integrate your commerce platform with multiple point-of-sale (POS) solutions for better online-in store collaboration.

3. Flexibility

A channel-less experience is flexible and gives customers multiple options for payment, shipping and returns, such as:

- BOPIS (buy online, pickup in store)

- BORIS (buy online, return in store)

- Paying for one order with multiple payment methods

- Dividing shipments between multiple addresses or by delivery dates.

A flexible experience also accounts for the unexpected, such as changing the delivery address or pick up location after an order has been placed.

HOW MAGENTO COMMERCE SOLUTIONS MAXIMIZE FLEXIBILITY

Magento Commerce

- Offer a wide variety of flexible payment and shipping options.

- Allow payments in local currencies and with local payment methods.

Magento Order Management

- Control the orchestration of an order from start to finish for maximum flexibility.

- Connect your channels and offer modern fulfillment methods across channels such as buy-online-pickup in store.

- Make adjustments to orders such as changing delivery address or method.

Magento Commerce API

- Seamlessly connect to innovative payment providers that offer installment-based and deferred payment options.

- Choose from a wide array of flexible payment and shipping extensions on the Magento Marketplace.

4. Personalization

A channel-less experience is crafted specifically for your customers. Its look and feel make them feel at home. It should also connect individual customers to content and offers they care about—without drowning them in irrelevant information. And it should transcends channels, so customers experience the same "white-glove" treatment online and in-store.

HOW MAGENTO COMMERCE SOLUTIONS MAXIMIZE PERSONALIZATION

Magento Commerce

- Design a highly customized user experience for your most critical market segments with developer-friendly features and flexible themes.

- Automatically deliver relevant, A.I. driven product recommendations across your site with Product Recommendations powered by Adobe Sensei.

Magento Order Management

Aggregate data on customer orders, including shipping and delivery preferences, whether they originated online or in store.

Magento Page Builder

- Rapidly create and publish content for all your shopper personas.

- Tag and categorize content for different audiences.

Magento Business Intelligence

- Easily measure Average Order Value, Customer Lifetime Value, Retention rates and more.

- Use Adobe Analytics commerce dashboards that apply predictive analytics to customer data, so you can discover trends and predict shopping behavior.

Magento Commerce API

Connect seamlessly with a wide variety of personalization extensions available in the Magento Marketplace.

5. Transparency

A channel-less experience allows customers to see their order history from all channels in one place. It also gives them real-time insight into orders in flight. Plus, it lets them easily find information on returns, data privacy, and other policies they care about.

HOW MAGENTO COMMERCE SOLUTIONS MAXIMIZE TRANSPARENCY
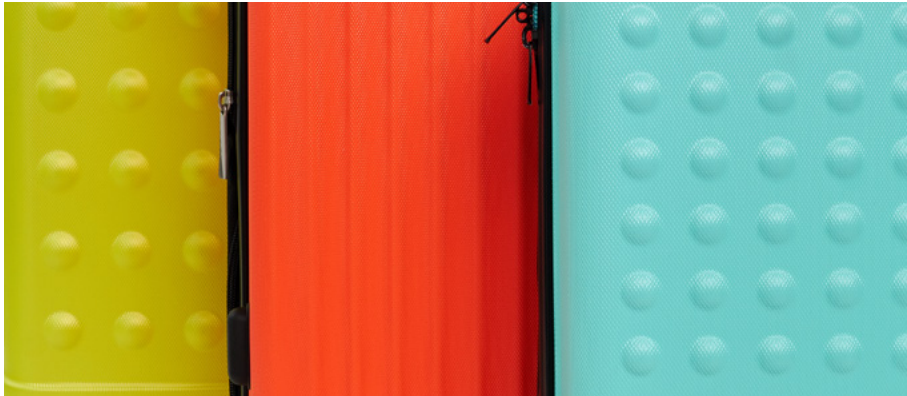
Magento Commerce

- Build flexible dashboards where customers can see their orders, transaction history, and more.

- Create intuitive UI designs that make it easy for shoppers to find information on policies and data privacy.

Magento Order Management

- Take advantage of a powerful sourcing engine to meet and keep promises you made to your customers, like shipping guarantees, in the most efficient way possible.

- Seamlessly provide data on order details and status to the Magento Commerce customer dashboard.

- Create a single view of available inventory, and expose it to shoppers so you never lose a sale.

WANT TO LEARN MORE?

To learn more about the Magento products and features called out in this checklist:

Magento Omnichannel Solutions ›

Magento Order Management ›

Magento Commerce ›

PWA Studio ›

Magento Marketplace ›

ADOBE EXPERIENCE CLOUD

Leveraging deep customer intelligence, Adobe Experience Cloud gives you everything you need to deliver a well-designed, personal and consistent experience that delights your customers every time you interact with them.

Built on the Adobe Experience Platform, leveraging Adobe Sensei machine learning and artificial intelligence, Adobe Experience Cloud gives you access to the world's most comprehensive suite of solutions across three clouds—Adobe Analytics Cloud, Adobe Marketing Cloud, and Adobe Advertising Cloud. And because it's from Adobe, it's integrated with Adobe Creative Cloud and Document Cloud so that the design of a great experience is inextricably linked to its delivery.

ADOBE COMMERCE CLOUD

Adobe Commerce Cloud combines Magento Commerce with Adobe Experience Cloud, providing an end-to-end platform to manage, personalize, and optimize the commerce experience across every touch point.

MAGENTO COMMERCE

Magento Commerce is a flexible, scalable commerce solution with integrated tools for managing, measuring, and optimizing every aspect of the commerce experience.

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