

OMNI-1000 Canada



OrderDynamics' Omni-1000 is fact-based research, investigating well over 1000 retailer websites around the world. A total of 200 websites were analyzed for the Canadian portion of the international study. This cheat-sheet pulls the highlights from the study that are most pertinent to retailers today.

- 1** **23.5%** of retailers offer click and collect or Buy Online Pickup In-Store (BOPIS) services. The Canadian retail market is still in the early converged retail phase, and there is clearly ample opportunity for growth.
- 2** **82.0%** have ecommerce capabilities. Although the researchers expected this figure to be higher, it is a solid launching point for omni-channel retail capabilities.
- 3** **Pickup delays** are much too long amongst a lot of retailers. The goal should be to make them shorter than **4 hrs**, instead of more than a week, which is what some retailers are currently promising. Savvy consumers simply will not wait for a pickup option if it takes longer than a delivery.
- 4** **56.0%** of all retailers provide basic inventory visibility to online customers. **31.0%** provide store level inventory, and **7.0%** provide detailed inventory information down to the store count.
- 5** Fashion and apparel forms the bulk of the retailers studied for the Canadian Omni-1000. It is crucial for **fashion retailers** to catch up on omni-channel practices.
- 6** **64.1%** of retailers allow shoppers to Buy Online Return In-Store (BORIS). Canadian retailers can highlight this feature, given that customers want and need it.
- 7** **78.0%** offer free shipping. Keep in mind that free shipping is a significant cost and margin drain. In-store pickup can prevent these costs and convenience you and your customers.
- 8** **51.1%** of retailers offering click and collect advertise it on their first page. This means 48.9% of retailers wait until it's too late to inform their customers that this option is available to them. Retailers should be much more bold when offering this differentiating service.
- 9** Usually, large chains gravitate to omni-channel retail earlier and more readily, in pursuit of greater profits. Those greater profits can now be earned by **small to medium** sized retailers as well.
- 10** Years of customers complaining about cryptic and difficult to understand returns policies have paid off. Almost all of today's Canadian retailers (**88.0%**) have clear, return policies.



Click [here](#) to download the full Omni-1000 Canada report.

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