

## Abstract

### ***“Omnichannel retailing – assessing the service spectrum and performance capability”***

#### **Area**

Multichannel/omnichannel management

#### **Keywords**

Multichannel, omnichannel, customer journey, services, service spectrum, performance capability

#### **Study/project**

Study, part of the "Retail Management Projects" module

#### **Starting point/project assignment/objective**

Successful retailers understand how to operate effectively in multiple sales channels, link them in useful ways and realise synergies through this. Pure players or retailers which view the various sales channels as internal competition are out, particularly as customers switch between sales channels, sometimes several times, within the purchase process. Customer satisfaction and retention result from the right service offering and smooth interplay of channels.

The study involved identifying the service offering of selected omnichannel retailers, accompanying the customer journey along the cross-channel purchase process and carrying out assessments at the touch points. For this, a catalogue had to be created with regard to all conceivable usage alternatives (e.g. payment and return options) along the purchase process and evaluated.

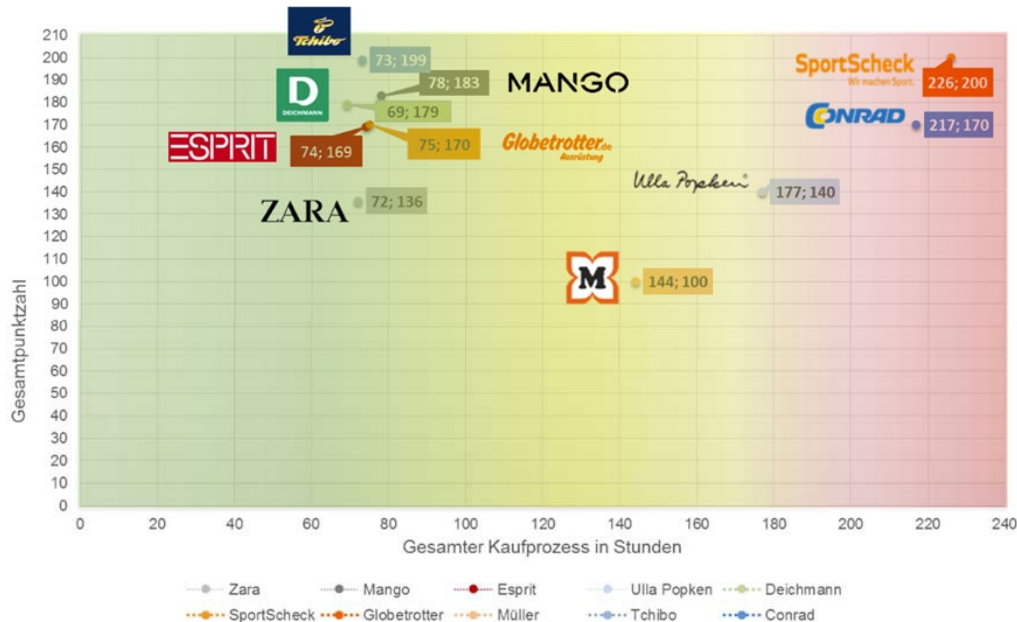
The objective of this study was to analyse and assess the service spectrum and performance capability of the defined omnichannel retailers with the aid of an empirical investigation based on a catalogue of criteria. From this, recommended actions were to be derived and a best practice approach devised.

## Procedure

- Creation of a criteria and evaluation catalogue
- Company-specific identification of the service offering and its assessment (evaluation catalogue)
- Test purchases
- Assessment of the test purchases (time, cost, convenience, etc.)
- Creation of a company-specific overall assessment
- Illustration of a best practice approach

## Results/findings

The service spectrum and performance capability at the touch points within the customer journey vary significantly. Sport Scheck had a noticeably positive customer journey design. Less positive was the duration of some customer-relevant process steps with Sport Scheck, with Tchibo appearing more capable overall, but not in a way that could be considered best practice. Cherry picking from among the process elements accentuates the optimisation potential.



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