

# Retail APIs Enable Omnichannel Experiences

24h

ONLINE SHOP



As last year's holiday season would indicate, consumers are veering off the linear path to purchase, and instead are taking an interconnected omnichannel journey.

November and December retail sales hit **\$658.3 billion<sup>1</sup>** with shoppers preferring to:

66%

Shop online, buy in store

("Webroom")

43%

Buy online, pick up in store

50%

Shop in store, buy online<sup>2</sup>

("Showroom")

They engaged with brands on social media, in a physical store and on an e-commerce site, and used apps as virtual assistants to:



Get store locations

(61%)



Check/compare prices

(57%)



Browse online

(56%)<sup>3</sup>

In fact, **49% of all US retail sales** have been influenced by a variety of digital touch points,<sup>4</sup> blurring the boundaries between the physical and digital worlds even more.

Yet **78%** of retailers struggle to deliver a consistent and connected experience across channels due to:



Lack of analytics across channels (67%)

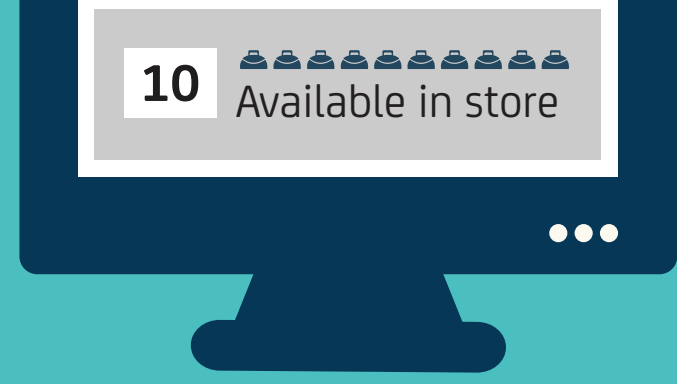
Siloed organizations (48%)

Poor data quality (45%)

Inability to identify customers across shopping trips (45%)<sup>5</sup>

## Successful retailers are addressing these challenges and using APIs to expand and improve their omnichannel ecosystem by ...

Creating great digital experiences that allow shoppers to save time and effort via:



- Persistent identity and cart APIs
- Store locator and favorites APIs
- Store-level inventory APIs
- Store-level search and filter APIs

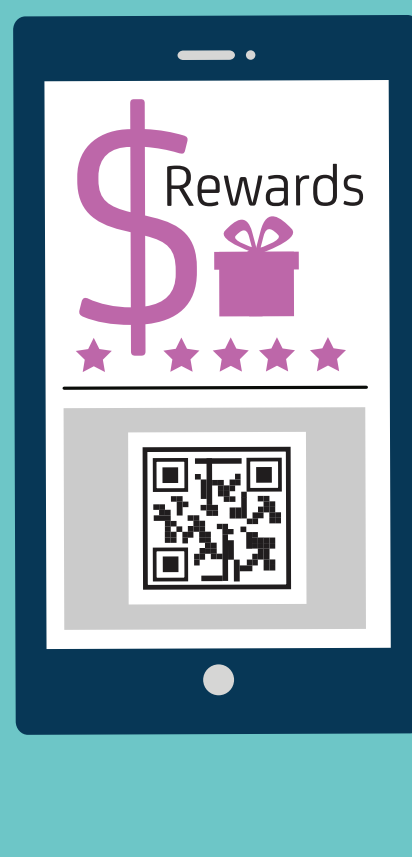
24%

of shoppers are less likely to visit a store without inventory shown online.<sup>6</sup>

Using APIs to increase loyalty, customer satisfaction, propensity to buy and order value through:

- Mobile feature parity
- Omnichannel gift cards
- Omnichannel promotions
- Omnichannel loyalty

58% of retailers operate with inconsistent pricing, 33% with inconsistent promotions.<sup>7</sup>



Enhancing physical stores with customer experience features that are driven by APIs:



- Store pickup (BOPIS)
- Endless-aisle ordering
- Mobile-enabled service
- Mobile checkout (mPOS)

15%

of retailers currently have mPOS capabilities.<sup>8</sup>

Launching best-in-class customer service capabilities that require orchestrated APIs:



- Ship-to-store fulfillment
- Ship-from-store fulfillment
- Third-party fulfillment
- Buy and return anywhere

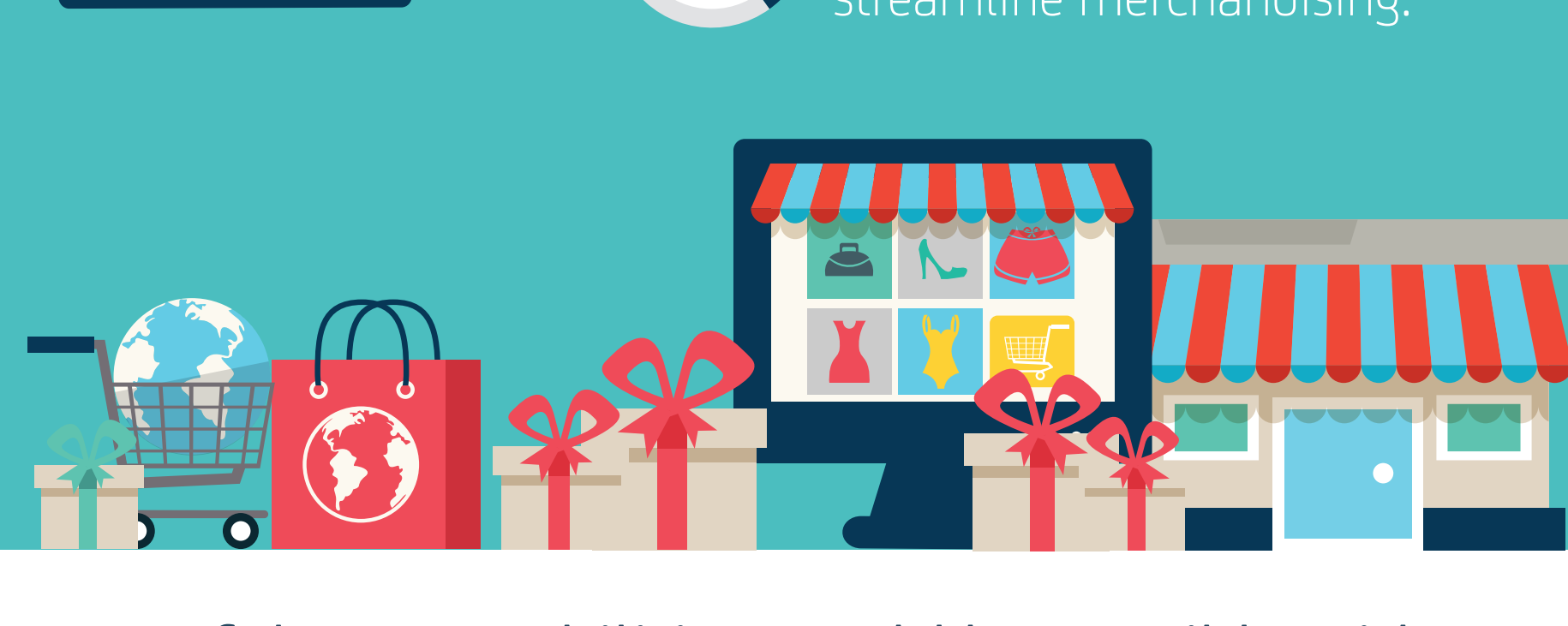
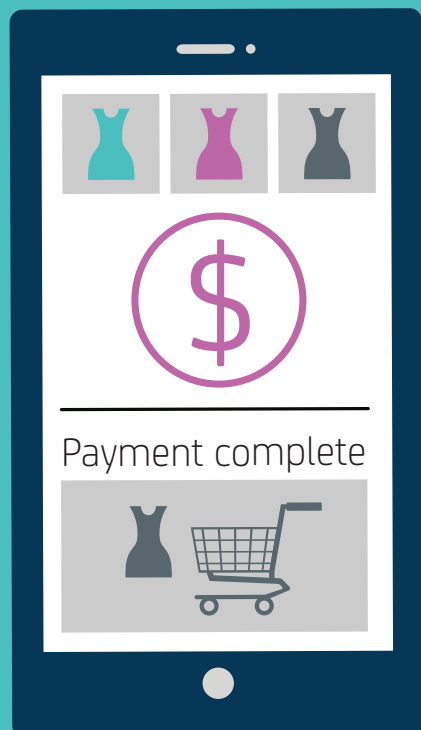
75%

of retailers will take advantage of third-party fulfillment within 3 years.<sup>9</sup>

Exploring and investing in new technologies that have not yet been deployed at scale, such as:

- Augmented reality (AR)
- Connected smart products
- IoT-enabled supply chains
- AI-enabled stores

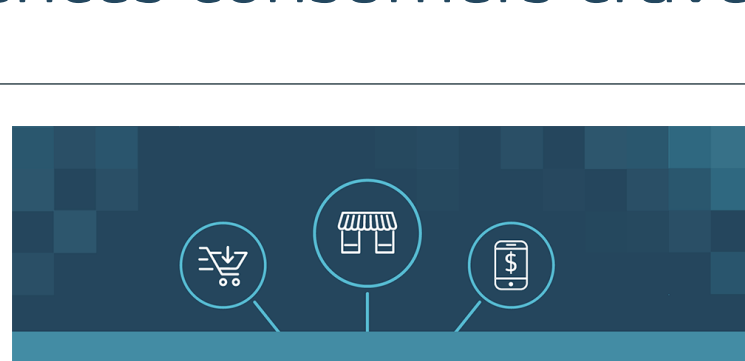
Over 40% of retailers are currently working with RFID to streamline merchandising.<sup>10</sup>



None of these capabilities would be possible without APIs. They provide the connectivity that is essential to the omnichannel experiences consumers crave.

Find out how.

Download our e-book, "APIs: The Cornerstone of Omnichannel Retailing."



<sup>1</sup> Treacy Reynolds, "Holiday Retail Sales Increased 4 Percent in 2016," National Retail Federation, Jan 13, 2017.

<sup>2</sup> Deloitte 2016 Holiday Survey: "Ringing in the Retail," Deloitte University Press, Oct 25, 2016.

<sup>3</sup> IBID.

<sup>4</sup> Forrester, "State of the Digital Store," April 1, 2016.

<sup>5</sup> Periscope Research Shows Retailers Know They Are Not Delivering Omnichannel, Periscope/McKinsey, April 21, 2016.

<sup>6</sup> Forrester, "State of Digital Store Investments," Feb 2017.

<sup>7</sup> IBID.

<sup>8</sup> George Anderson, "Will drop shipping online orders deliver results for retailers?" RetailWire, Jan 27, 2017.

<sup>9</sup> Kurt Salmon, "Kurt Salmon RFID in Retail Study 2016," Oct 11, 2016.

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CS200-266502