Finding the Omnichannel Sweet Spots
Four powerful ways to boost sales

Tomorrow’s most successful retailers won’t be experts in physical or digital retailing—they’ll be masters of both. If you want to deliver the ideal omnichannel experience, you’ll need to embrace new store formats, mobilize associates, integrate buying channels and find savings to reinvest in digital infrastructure. In short, it’s all about finding the omnichannel sweet spots. Here are four:

1. **Physical**
   - 90% of sales occur in store
   - 80 million people purchased from a catalog in 2014
   - 50% of in-store sales are influenced by digital technology

2. **Sweet Spot**
   - Sales associates are still your most valuable selling assets. Arm them with mobile devices to improve productivity, service levels and in-store performance.
   - Increased sales when customers are helped by knowledgeable associates
   - 62% of retailers plan to automate returns, claims and recalls management
   - 29% of store managers’ time is spent on administrative tasks

3. **Digital**
   - 50% of sales are influenced by mobile
   - 76% of retailers invest in mobility to enhance in-store experiences
   - 75% of retailers will use stores as delivery hubs for online orders

4. **Physical stores are increasing traffic by transforming into multifunctional hubs of entertainment, online pickups and delivery.**
   - 1 in 10 retailers plans to open a showroom style-store
   - 83% of retailers host in-store events to engage with customers
   - 19% of sales are influenced by mobile
   - 68% of organizations have a plan for insider breaches

Xerox has what it takes to help you transform as physical and digital worlds come together. Ready to take advantage of the omnichannel sweet spots and boost revenue?

Visit xerox.com/retail for more.

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