

Omni Channel Retail VS Multi-Channel Retail



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What is a Retail Channel?

These are the online and offline points of contact in which the consumer experiences your brand:

Examples include:

- Website
- Brick and mortar store
- E-commerce site
- Social media
- Mobile site
- Catalog
- Print media ad
- Television or radio ad



What is Multi-Channel Retail?

What is the difference between Multi-Channel and Omni Channel Retail?

Multi-channel retail provides consumers with a variety of platforms or channels to facilitate the sale of products.

Multi-Channel retail came first.

Omni channel retail involves integrating the various retail channels to provide the customer with a consistent brand experience



How are they different?

Multi-Channel

“Multi” = Many

- Channels are siloed
- Information across channels may be disjointed
- Typical Channels Available
 - Voice
 - Web
 - Mail
 - In store

Omni-Channel

“Omni” = All

- Channels are fully integrated
- Information across channels connects seamlessly
- Typical Channels Available
 - Voice
 - Web
 - Mail
 - In store
 - Social Media
 - Mobile

Omni-channel retailing is the more advanced, evolved version of multi-channel retailing

- Multiple channels exist simultaneously
- Intended to make consumer shopping experience easier
- Omni-channel contains same retail channels as multi-channel with some newer additions

The Evolution of Omni-Channel Retailing



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Web chat



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