

# *Omnichannel Leadership*

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# TPG – A Retail & CPG Growth Consultancy

35 Years

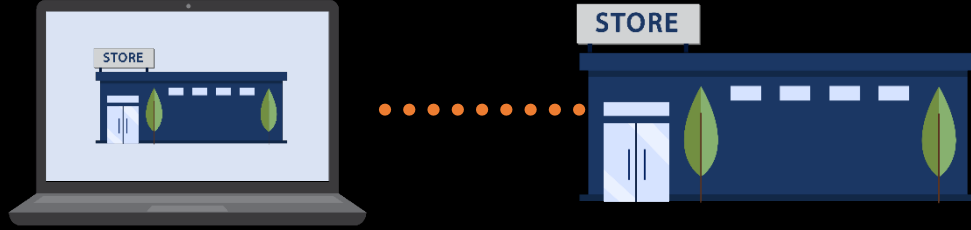
250+ Clients

50+ Countries

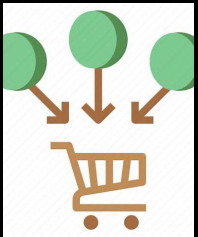
80+ Partners



# Omnichannel Leadership Importance



**1. Consumers expect an integrated shopping experience across online & in-store**



**2. Capitalize on new data that result in better business results**



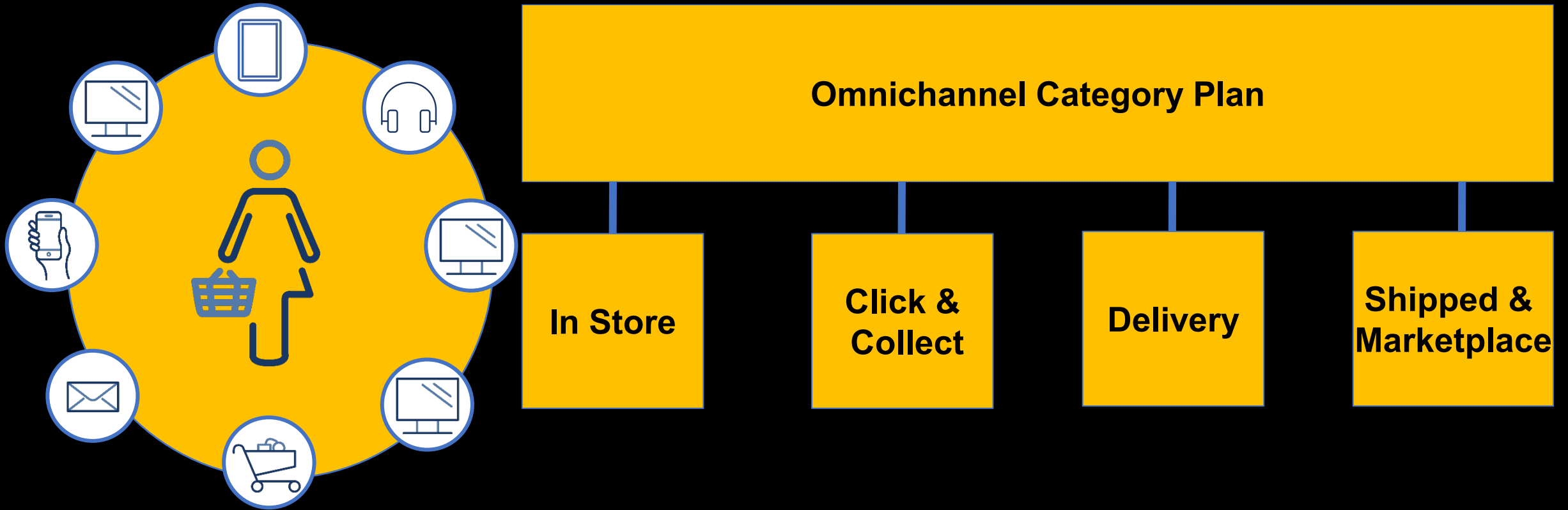
**3. Merchandising and assortment is different for the physical and digital shelf**



**4. Close the knowledge gap**



# What is an Omnichannel Category Plan?





# Why is there a Knowledge Gap?

**People Have New  
Digital  
Responsibilities  
With Limited  
Training**

**Suppliers and  
Retailers Don't How  
to Engage on Omni**

**Planning Tools and  
Processes Are  
Focused on Physical  
Store**



# Today

## Insights and Roadmap on How to Advance Omnichannel Leadership



IDDBA | 2023

# Omnichannel Roadmap

<b>Understand</b>	<b>Understand shopper ecommerce experience</b>
<b>Recognize</b>	<b>Recognize need to convert ecommerce visitors into purchasers</b>
<b>Build</b>	<b>Build organizational and functional expertise</b>

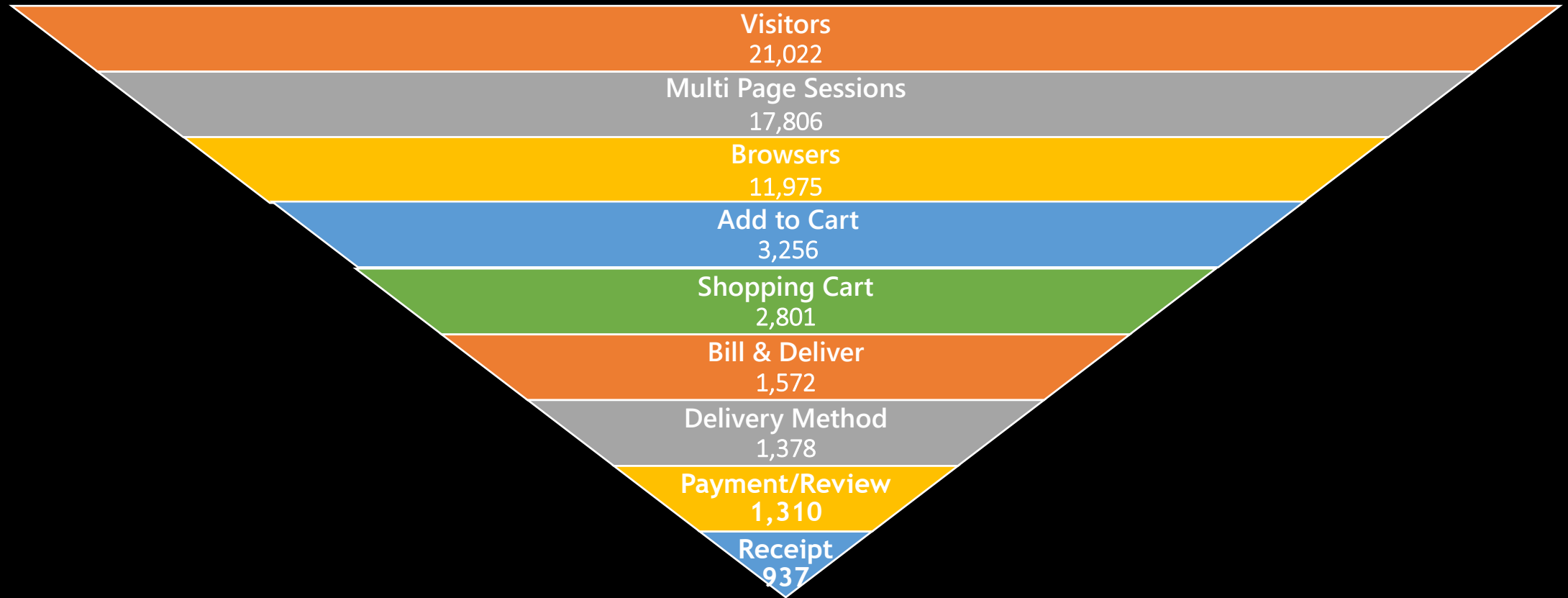


# Omnichannel Shopper Experience





# Omnichannel Shopper Conversion



# Build Omnichannel Expertise

## Site Merchandising

- Managing how products available for sale through
  - Onsite placement
  - Navigation
  - Search Optimization
  - Product Detail Pages
  - Cross-sell & Add on
  - Checkout & Experience

## Assortment and Supply Chain

- Optimizing which product to carry both online and in-store
- In-Stock Availability
- E-supply chain must deliver

## Digital E-commerce Marketing

- Using digital channels to influence shoppers to purchase products
- Reach can be very broad or extremely targeted



# Omnichannel Learning and Training



**eLearning  
(CM College)**



**Instructor-Led  
(Virtual & In-Person)**



**Testing &  
Certification**



**Video on  
Demand**



**On The Job  
Programming**



# Benefits of Omnichannel Leadership

- ✓ Better Customer Engagement and Loyalty
- ✓ Increase in Customer Retention and Lifetime Value
- ✓ Better Brand Recognition
- ✓ Increase in Sales Revenue
- ✓ Enhanced Customer Experience and Satisfaction



# THANK YOU!

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