



Why omni-channel retail

needs accurate stock data



Retailers invest heavily to attract customers to their webshops and brick and mortar stores. And they put a lot of effort in making sure they have the same experience on all channels...but true omni-channel retail needs more than marketing to be successful. The key to success is accurate stock data.



In-store stock accuracy

Typically, retailers count their inventory 1-3 times per year.



Leading to a short peak in the in-store stock accuracy that rapidly starts declining.

Result: an average retail store has a stock accuracy of 60-80%.



Causes for in-store stock differences



Wrong deliveries.



Shoplifters.



Sweethearting.

Administrative errors.



Why are in-store stock differences a problem for omni-channel?



"Click & Collect" services can only be offered by setting up a separate supply chain (extra delivery from DC).



Web order fulfillment from the stores is not possible as the stock files cannot be trusted.



Stock can 'sit' in the stores until the end of a season leading to high markdowns...while it could also be sold online.

How to solve this?

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7451³⁷⁴

The solution is counting your merchandise more often.



RFID

You can use a lot of hands or smart technology to do the counting.



With RFID technology, you can easily do a cycle count every week.



You then know exactly what you have in each store, which makes it possible to fulfill web orders from the stores and offer click & collect services.



You optimally serve your customers and never miss a sale on any channel.