

A RECAP OF RECENT DEVELOPMENTS WITHIN THE OMNICHANNEL ECOSYSTEM

PYMNTS.com

JUNE 2018



LARGE OR SMALL, Pharmacy Success Often Equates

TO OFFERING CONVENIENCE



How Long Island Apothecary works to keep up with pharmacy giants

— p. 6 (Feature Story)



Walmart invests in package pickup, grocery delivery

— p. 10 (News and Trends)



Comparing large- and small-format health and beauty retailers

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Information on PYMNTS.com and Vantiv, now Worldpay

ACKNOWLEDGMENT

The Omni Usage Report™ was done in collaboration with Vantiv, now Worldpay, and PYMNTS is grateful for the company's support and insight. [PYMNTS.com](https://pymnts.com) retains full editorial control over the findings presented, as well as the methodology and data analysis.

WHAT'S INSIDE



The days of two-day shipping as the fastest available service have become a distant memory. Just about everyone wants online purchases delivered as fast as humanly possible, with 99 percent of consumers reporting fast delivery was important to them when deciding to make online purchases, according to one recent [survey](#).

What's more, the standards for what constitutes "fast" are constantly evolving. Approximately 48 percent of American consumers expect their online orders to be delivered more quickly in 2018 than they did in 2016, and roughly one-third say they feel frustrated when a company doesn't offer same-day options.

This shift in consumer demand is now pushing merchants and delivery companies to speed up their services. Researchers [predict](#) that nearly 40 percent of online purchases and other parcels will be delivered within two hours of their purchase times by 2028.

As expectations and shipping speeds continue to rise, the biggest names in the space are exploring how to get online purchases into customers' hands as quickly as possible.

Here's a quick snapshot of recent notable news from around the omni usage space:

Macy's is putting its faith in pickup lockers, a system already in use by Amazon and Whole Foods. After first rolling out the pickup option for online shoppers in Chicago and a few other locations, it recently announced it is adding the lockers to stores in New Jersey, according to [reports](#). The lockers can be found next to Macy's "At Your Service" counters and are accessible via QR code.

Not everyone is so keen on lockers, however. Walmart seems to prefer pickup towers, [announcing](#) it would add them to 500 new stores in the U.S. by year's end. It has so far added the towers to 200 store locations, which have been used to collect more than 500,000 online orders.

Walmart is also changing up its same-day delivery services. It recently [announced](#) the end of its partnership with Lyft and Uber, instead providing a same-day grocery delivery service using existing delivery partners like Deliv and Postmates.

Fellow big-box store Target has its sights set on same-day delivery, too, recently [announcing](#) it is slashing its Target Restock program's next-day delivery fees from \$4.99 to \$2.99 per order and making it free for Target REDcard purchases. This allows customers to order more than 35,000 household items like paper goods and snacks, and comes roughly a year after Target piloted the service with REDcard customers in the Minneapolis area.

To see the rest of the latest headlines from the omnichannel world, check out the Tracker's News and Trends section. (p. 10)

Keeping pace with the biggest pharmacy players

Pharmaceutical retailers, including some of the largest companies in the space, are also investing in online and mobile services in hopes of offering customers a more convenient experience. With national chains like CVS and Walgreens rolling out omnichannel options like online and mobile prescription refills and free delivery services, though, smaller, independent pharmacies have had to update their own tech offerings to keep pace with rising customer expectations.

In the latest Omni Usage Report™ feature story (p. 6), PYMNTS caught up Brian Zone, owner and founder of [Long Island Apothecary](#), to learn how small and independent pharmacies are working to match the mobile and online offerings provided by bigger players. Zone described why omnichannel features have become table stakes for small pharmacies, and how Long Island Apothecary has looked to keep customers from transferring their prescriptions to larger players.

June provider directory updates

This edition of the report contains a provider directory featuring 109 ranked players from around the omni usage space. It also includes four new additions: Books-A-Million, CVS Pharmacy, Lane Bryant and Stein Mart.

FIVE
FAST
FACTS



70%

Share of consumers who have purchased packaged goods online



63%

Percentage of young consumers who said loyalty is a deciding factor in where they shop



61%

Portion of consumers who said price was the most important factor in their purchasing decisions, a 13 percent decrease from 2017



40%

Share of online purchases predicted to be delivered within two hours by 2028



20%

Share of businesses that report having been hit with a payments data breach in the past 12 months



LARGE OR SMALL, Pharmacy Success Often Equates
TO OFFERING CONVENIENCE



Feature Story

"We know the pharmacy industry, so we've worked to bring tech experts in to offer the convenience and the experiences that consumers expect."

BRIAN ZONE,
owner and founder of **Long Island Apothecary**

In the pharmacy business,

convenience is often seen as the key to success. Industry giants like CVS Health, Walgreens and Express Scripts, Inc. have become household names, enabling more than [50 percent](#) of prescription drug sales in the U.S. by giving customers what they want most – a simple, easy experience.

Consumers want to refill prescriptions online or on their mobile phones, and they also want to be able to chat with their pharmacists. Larger brand names have the capital and infrastructure to offer such features, but it's a lot trickier for independent pharmacies in the U.S. These businesses bring in more than [\\$80 billion](#) in annual revenue, but nearly 65 percent of the pharmacy market is owned by industry giants and other major players.

In addition to myriad convenient locations, big pharmacies offer a slew of online and mobile features designed to

help simplify the shopping experience. So, how is a small, independent pharmacy supposed to compete?

As the old saying goes, "If you can't beat them, join them."

Small and independent health companies are increasingly keeping up with their competition by rolling out omnichannel features. That includes independent pharmacies like [Long Island Apothecary](#), which opened its doors just six months ago. It already offers a range of omnichannel services and features, including online prescription refills, mobile capabilities and delivery options.

According to owner and founder Brian Zone, Long Island Apothecary has worked to meet market demands by combining top-flight service with the technology consumers crave.

"Basically, every [pharmacy] has these features now," he

UNDER THE HOOD

Brian Zone of Long Island Apothecary on funding omnichannel innovation

said. “We know the pharmacy industry, so we’ve worked to bring tech experts in to offer the convenience and the experiences that consumers expect.”

For the June Omni Usage Report™, PYMNTS caught up with Zone to learn how the age of convenience is impacting the health retail industry.

Taking prescription drugs digital

Whether shopping online or purchasing products with a few taps on their mobile devices, consumers seem to value convenience over almost all else — and shopping for prescriptions is no different.

They have grown accustomed to the simplicity and speed offered through online and mobile shopping, and expediency expectations are on the rise, Zone noted. Even the pharmaceutical industry has not been immune to this shift.

CVS now [offers](#) the option to refill prescriptions online, as do [Walgreens](#) and [Rite-Aid](#). Many larger players also provide customers with mobile prescription refills and other features through their smartphone apps.

For Long Island Apothecary, staying competitive with big chain pharmacies like CVS and Rite Aid — each of which has a location in the independent pharmacy’s home of Commack, New York — has meant also offering customers the convenience of online prescription refills.

“We wanted to give our patients the ability to order prescriptions or refills whichever way they want to,” Zone explained. “If they want to call, they can call. If they want to do it online, they just have to fill out a form on our website.”

The pharmacy offered these features from the very first day it opened its doors, he added, and the company’s 1,000-plus customers were quick to adopt and take advantage of the more personalized experience.

Large retailers don’t just have more customers and higher revenues than small and independent merchants — they also have more resources to develop, test and roll out omnichannel features. This can make it even more difficult for smaller sellers to keep up with the pace of innovation. In a recent interview with PYMNTS, Brian Zone, owner and founder of Commack, New York-based Long Island Apothecary, explains how small retailers like his independent pharmacy work to develop and introduce new innovations.

“In this age, you have to be savvy. It’s really about using a lot of the contacts you’ve made in the past to find resources. I might not have \$1 billion dollars, but I don’t need \$1 billion dollars to focus on a certain area of our business or demographic of our customers.

We utilize the resources we do have — friends, co-workers, friends of friends, everyone. I’ve been in the pharmacy space for a long time, so I try to use that network to our advantage when rolling out new features, [especially] to get their opinions and feedback on new features.

We’re really only targeting a certain area, our local customers. CVS and other big companies can’t do that. We know the people here, we live in the town the pharmacy is in and we know the features and the services that the people here are looking for. We can focus in on those and make sure we’re meeting the needs of those customers.”

Long Island Apothecary has also worked to match some of the mobile offerings boasted by bigger retail brands. Customers can refill prescriptions via email or text message, for example, and adding connected features aims to combine the tech-powered convenience of larger players with the personal touch only a small business can provide.

“A lot of big chains offer these features, but they think of you more like a number rather than like a patient,” Zone said. “We spend a lot of time answering questions for customers, explaining their plans or their fees to them, trying to provide them with great, personalized service.”

Keeping customers happy and healthy

Offering online and mobile services wasn't enough, though. As such, Long Island Apothecary felt compelled to go the extra mile to offer convenient service to its customers. It decided to roll out at-home delivery, Zone explained, a service that allows customers within 15 miles of the pharmacy to have prescriptions drugs delivered to their doors free-of-charge.

“If you're sick, you don't want have to go to the pharmacy to pick up a prescription,” he said. “If you're leaving a doctor's office or urgent care, you don't want to have to rush to a pharmacy to pick it up. You'd rather just have it delivered right to your house so you don't need to do anything else.”

The company most recently added a secure messaging platform, known as [Klara](#), to its website. The platform uses a Health Insurance Portability and Accountability Act

*If they want to call, they can call.
If they want to [refill prescriptions]
online, they just have to fill out
a form on our website.*

(HIPAA)-certified messaging system, allowing doctors and pharmacists to answer patients' questions in real-time via a chat function.

Looking ahead, Long Island Apothecary plans to add even more mobile and online features as consumers' demand for convenience evolves. After all, customers are always in search of the simplest, easiest way to request what they need, Zone explained.

It appears old-fashioned, personalized service may just be what small and independent pharmacies need to keep up in the age of convenience and constant innovations.



NEWS AND TRENDS



AUTOMATION AND AR

Patent reveals Amazon's automation plans

Amazon was recently [awarded](#) new patent for technology designed to enable self-driving trucks to interface with drones. Originally filed with the U.S. Patent and Trademark Office in 2014, it focuses on the final leg of deliveries: having trucks hand packages off to drones, cars, bike messengers or robotic couriers to make deliveries instead of driving them there themselves.

This is not Amazon's first wade into drone patent waters. Earlier this year, the company was awarded a patent for a drone that uses human gesture and voice command recognition to deliver packages. It was also awarded a patent in 2017 for a shipping label embedded in a parachute, enabling packages to land softly when dropped by a drone or other aircraft.



Cheap drugs, courtesy of CVS

Pharmacy chain CVS is turning to tech to help customers save money on prescriptions, implementing a new software system to provide them with insights into drug costs and less expensive alternatives, according to [reports](#). The new feature will first be available exclusively to those using Caremark, the company's pharmacy benefit manager, before being rolled out to the general public at a later date.

The tech debut comes after CVS announced the completion of an initial pilot test of the software. The test found 95 percent of patients asked their doctors to switch to a new prescription when they learned of cheaper alternatives, and 85 percent of doctors also made the switch.

Wayfair adds 3-D capability to Android

Online home good seller Wayfair is putting its faith — and investment — in augmented reality (AR). It recently [debuted](#) a new 3-D "View in Room 3D" capability for Android devices, a mobile app allowing customers to view full-scale virtual furniture and décor in their own homes.

Built with ARCore, Google's AR platform, the app is now available for download in the Google Play store. In a statement announcing its debut, Steve Conine, Wayfair's co-founder and co-chairman, said View in Room 3D was designed to improve customer experiences by enabling shoppers "to see their favorite products up close and at every angle."

COMBINING ONLINE WITH BRICK AND MORTAR

Mastercard gives new meaning to ‘window shopping’

Mastercard is joining forces with fashion brand Fred Segal to open a Sunset Strip-themed retail experience – “Rock ‘n Roll Holy Land” – and the store is always open. According to a [press release](#), the Sunset Boulevard location in Los Angeles will include digital storefront windows enabling passersby to interact with merchandise, place items in a cart and make purchases from their phones using a link pushed to them via text message. The items will then be shipped to an address specified during checkout.

Segal and Mastercard will also work to debut other brick-and-mortar shopping features in the near future. Sherri Haymond, executive vice president of digital partnerships at Mastercard, said the collaboration was created in hopes of meeting rising customer expectations when it comes to connected features.

“Today, people want to step into a store and do more than just shop,” Haymond said. “They want it to be a destination that seamlessly blends the digital technology that is a core part of their day-to-day life with their physical environment.”

Starbucks, Samsung debut voice ordering in Korea

Starbucks is partnering with Samsung to bring voice-based ordering outside of brick-and-mortar stores. The pair recently [came together](#) to make the feature available to coffee customers in South Korea via Samsung’s Bixby intelligent assistant. Starbucks Siren Order is designed to build upon the company’s mobile order and pay system, enabling customers within South Korea to place orders and pay for them before setting foot in a Starbucks location. In addition, My Starbucks Rewards members in the country can place, customize and pay for an order with their voices through Bixby.



The news comes approximately one year after the coffee giant announced an ordering integration with automaker Ford’s SYNC3 voice-activated technology, powered by Amazon’s Alexa. That feature allowed drivers to voice-order their beverages of choice while on the road. Starbucks also announced an artificial intelligence (AI)-powered voice-reordering feature for Android and Alexa users earlier in 2017.

Home Depot partners with Pinterest

Consumers probably think of clothing when they hear “shop the look,” but a new [partnership](#) between home improvement chain Home Depot and the Pinterest social media platform may change that. The pair are working to dramatically expand Pinterest’s Shop the Look visual discovery feature, with more than 100,000 new shoppable home décor products like vanities, faucets, lighting, textiles and tabletop and interior décor.

As part of the partnership, Home Depot is helping Pinterest identify the products in pins – whether they’re from the home remodeling chain or not – “to help that customer go from inspiration to discovery to sale in one experience,” according to Melanie Babcock, senior director

of agile marketing and social media at Home Depot. Launched in 2017, Shop the Look uses computer vision and human curation to make recommendations. Since its debut, Pinterest has partnered with Curalate, Olapic and ShopStyle Collective, enabling U.S. users to shop brands like CB2, Macy's, Neiman Marcus, Target and Wayfair, among others.

Macy's to add mobile checkout to all stores

Mobile checkout is coming to Macy's, which recently [announced](#) it is rolling the offering out to all its department stores by the end of the year. Designed to enable a shopper to scan an item's barcode as she adds it to her cart, the app also automatically applies discounts and rewards through a customer's loyalty account. Customers go to a dedicated counter when it's time to check out, and a cashier ensures the correct number of items were scanned and removes security tags.

Macy's already tested the technology at a store in New Jersey, and has plans to expand a separate virtual reality (VR) pilot to 60 of its stores. The technology has undergone a trial at three locations in New Jersey, New York and Florida, allowing customers to experiment with moving items around a virtual room through a tablet in the retailer's stores. The retailer is also said to be working on other mobile products, including a revamped mobile app. The new app is slated to include the VR element, mirroring features found at retailers like Lowe's and eCommerce sites like Wayfair.

PICK UP OR DELIVERY?

Macy's continues testing lockers

Mobile capabilities aren't the only new features Macy's is working to add to its brick-and-mortar business. While more often associated with Amazon and Whole Foods, the department store giant has been slowly testing the use of lockers for its buy online, pick up in store (BOPIS) program.

Macy's has added the option to stores in Chicago and other cities, and is continuing to test the lockers through an installation at a New Jersey store, according to social media [reports](#).

The lockers can be found next to the company's "At Your Service" counter at the New Jersey location. Consumers scan a QR code on an emailed receipt to access them, and Macy's offers a 20 percent discount – which can be applied to their next purchase – to shoppers who use the service.

Walmart says no to lockers, adds hundreds of pickup towers

Macy's may be hopping on the locker bandwagon, but not everyone is quite so fond of them. Big-box retailer Walmart is setting its sights a little higher – or, should we say, "taller" – [investing](#) in hundreds of new pickup towers for its BOPIS shoppers. The company recently announced it would be adding another 500 pickup towers to its existing base of more than 200 stores already outfitted with the machines.

Walmart seemingly has good reason for wanting to expand, too, as more than half a million orders have been



picked up from the towers since they rolled out in 2017, according to company data. With the additions, the towers will now be available as a delivery option to nearly 40 percent of the U.S. population – and for just about everything, from televisions to baseball gloves.

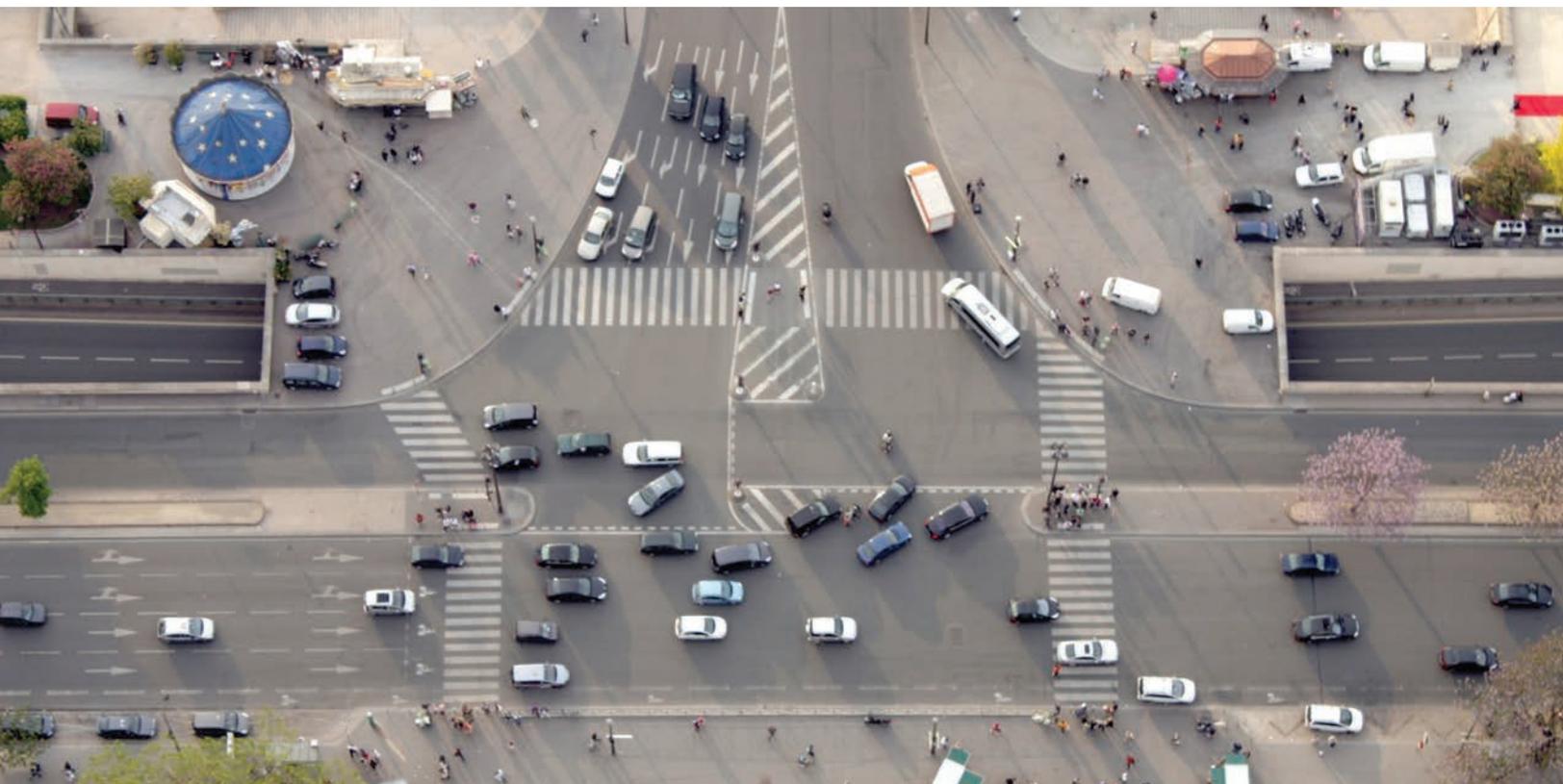
Walmart nixes deal with Uber and Lyft, partners with Postmates

Not all of Walmart's earlier programs are getting new life, though. The company's grocery delivery partnerships with rideshare companies Uber and Lyft are coming to an end for undisclosed reasons, according to [reports](#), and a new partnership with delivery service provider Postmates was recently announced. Postmates joins Walmart's existing delivery partners, including Deliv, which has been testing delivery in select markets like Dallas, Denver, Orlando, Phoenix, Tampa and San Jose.

Target lowers next-day delivery fees

Target is taking aim at cheaper next-day delivery services, recently [announcing](#) it was slashing its next-day delivery fees, thereby lowering the price of its Target Restock program from \$4.99 to \$2.99 per order and making the service free for Target REDcard purchases. The move comes roughly a year after the discount retailer first rolled the service out to Minneapolis-area REDcard customers as part of a pilot test.

The Restock program gives customers access to more than 35,000 household items, such as paper towels or snacks. Unlike Amazon's Prime Pantry – which charges \$7.99 per order to consumers who don't pay a monthly fee of \$4.99, and allows purchases of more than \$40 to ship at no charge – Target Restock doesn't require a subscription for its free-shipping option. The service has been expanding to reach more customers in the U.S., according to reports.





Deep Dive

THE NOT-SO-LARGE DIFFERENCES BETWEEN LARGE AND SMALL HEALTH AND BEAUTY RETAILERS

Brick-and-mortar giants like Walmart and Target have raised the bar for physical stores, just as Amazon has set the standard for online retailers. Customers increasingly expect access to omnichannel features, from the ability to order online while inside the store to in-store apps and features that make their shopping experiences more convenient.

Unfortunately for the SMBs hoping to keep up with these influential players, customers expect smaller companies to offer the same omnichannel solutions they see with big businesses – but SMBs often lack the budget or resources to meet rising expectations.

That doesn't seem to be the case in the health and beauty market, however. PYMNTS' research conducted as part of the most recent [Omni Usage Index™](#) reveals the usage gap between large- and small-format retailers is actually smaller than expected. While larger retailers in the grocery, apparel and accessories and mass merchant markets typically outperform their smaller counterparts, the

Deep Dive: The Not-So-Large Differences Between Large And Small Health and Beauty Retailers

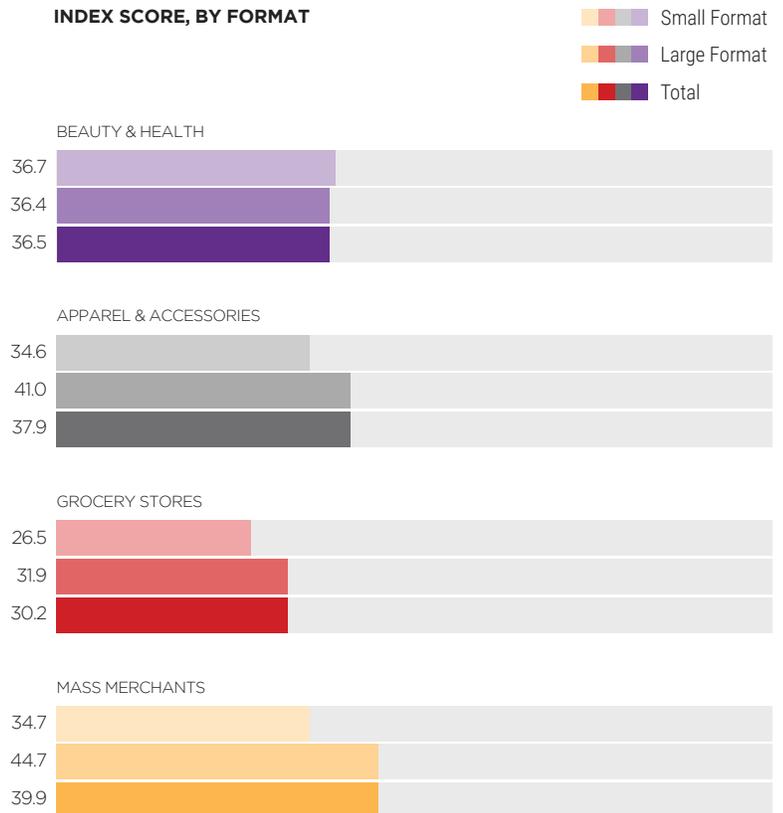
opposite is true for pharmacies, health stores and beauty counters.

Grocery shoppers gave merchants an average satisfaction score of 30.2 out of 100, with small-format retailers scoring just 26.5 and large-format receiving 31.9 Index points. Meanwhile, small-format mass merchants received an average score of 34.7 out of 100, far behind the 44.7 of large-format merchants and lower than the industry's 39.9.

The gap goes the other way in health and beauty, though, and with an almost microscopic difference. Small-format retailers received a score of 36.7 out of 100, just above the overall average score of 36.5 and large-format retailers' 36.4.

In this Deep Dive, PYMNTS explores the subtle and substantial differences between consumer behavior and omnichannel feature usage in the health and beauty segment.

INDEX SCORE, BY FORMAT



The features customers crave

Consumers are mostly satisfied with health and beauty retailers, large or small. Their expectations begin to differ when it comes to the features they demand, though.

For large-format health and beauty shoppers, it's all about saving money. These customers' most valuable features enable them to receive discounts via sales, coupons or loyalty program credits, cited by 22 percent as "very" or "extremely important." Features that help detect and find stores offering discounts were next on the list, cited by 15 percent as "very" or "extremely important," closely followed by those that offered price comparison tools, cited by 14 percent as "very" or "extremely important."

Price-saving features are also popular among small-format store shoppers, but these consumers generally have more varied interests when engaging with omnichannel features.

Fourteen percent cited receiving discounts, coupons and loyalty program credits as their most popular feature, and options that allowed consumers to learn more about their retailer of choice also scored well. Offerings that give information about health and beauty products were the second-most popular offering, cited as "very" or "extremely important" by 13 percent of consumers. Ten percent also pointed to features that helped them find products in stores.

Deep Dive: The Not-So-Large Differences Between Large And Small Health and Beauty Retailers

VERY OR EXTREMELY IMPORTANT APPLICATION FEATURES

Large-format stores



Small-format stores



Consumers aren't just evaluating merchants based on the in-store tech they provide, however. Accessing at-home and on-the-go mobile capabilities is increasingly important to consumers who shop both large- and small-format stores.

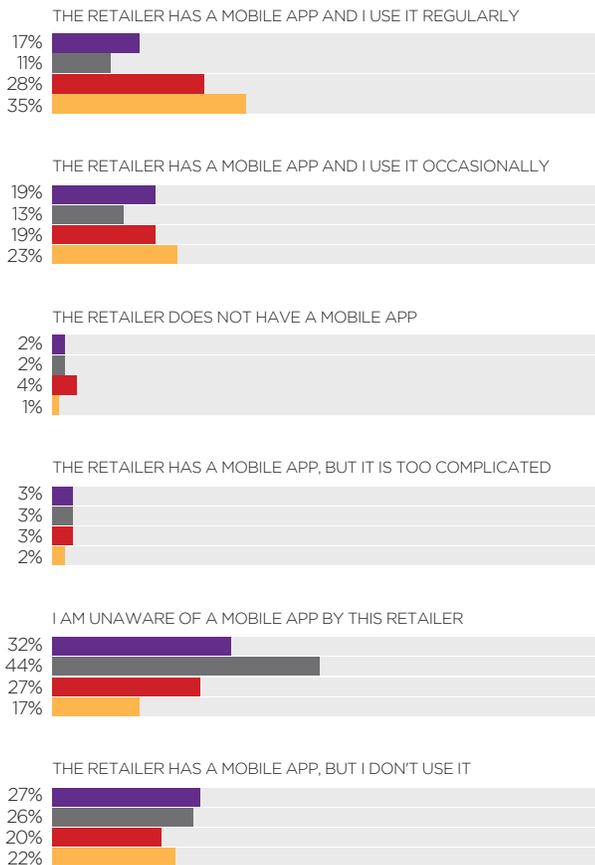
Mobile motivations

While health and beauty shoppers are largely happy with current mobile offerings, that doesn't mean these consumers are all the same. They are a fairly diverse group when compared to those in other industries, something that is particularly true when defining what they want from a retailer's branded mobile app.

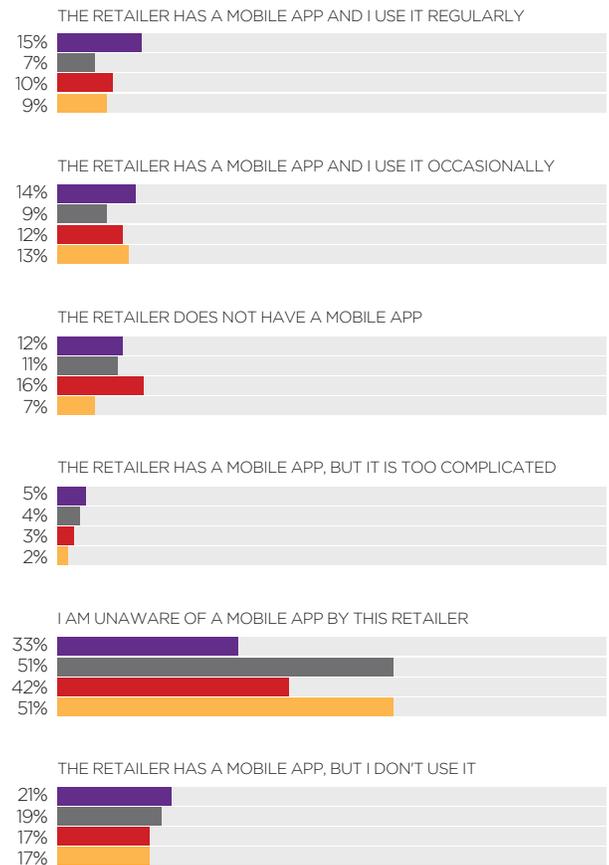
When surveyed, 17 percent of large-format consumers said they "regularly" use their favorite retailer's mobile app, and an even higher share, 19 percent, reported using it "occasionally." Usage is slightly less common among small-format health and beauty shoppers. Fifteen percent said they use small-format mobile apps "regularly" and 14 percent said they use them "occasionally."

MOBILE APPLICATION USAGE

Large-format stores



Small-format stores





Many health and beauty consumers have yet to climb onto the mobile app bandwagon, however. Twenty-one percent of these shoppers said they were aware of a retailer's mobile app, but chose not to use it – presumably because they didn't see enough value in the features being offered.

What's more, one-third of health and beauty consumers – including 33 percent of small-format shoppers and 32 percent of those for large-format – reported being unaware of their chosen retailer's mobile app. A smaller share said branded health and beauty apps didn't offer enough value to offset the complications and confusions that arise from using them, which stopped them from installing.

Retailers should look to offer the features their customers truly want, thereby delivering the value and catching the attention of shoppers who were unaware of a mobile app's very existence, or winning over those who find apps too complicated.

Fortunately, the mobile app features users said are most important are largely the same price-saving offerings cited by the majority of shoppers. Forty-three percent of large-format consumers said discounts, coupons and loyalty rewards were “very” or “extremely important.”

These same features were also called out by 17 percent of small-format shoppers, but this group largely had its eyes on a slightly different prize. Twenty-six percent simply wanted to buy products via a mobile app. Next on the list were features that allow for price comparisons, cited by 22 percent as “very” or “extremely important.”

Whether shopping in-store, online or via a mobile device, small- and large-format health and beauty consumers' omnichannel expectations are on the rise. Retailers of all sizes would be well-served to offer the features these consumers crave, or risk being left in the digital dust by an increasingly innovative field of competitors.

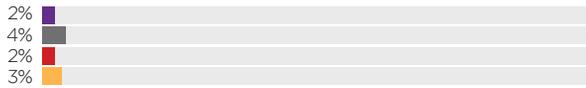
Deep Dive: The Not-So-Large Differences Between Large And Small Health and Beauty Retailers

MOST IMPORTANT MOBILE APPLICATION FEATURES

Large-format stores



DETECTING THE NEAREST STORE AND OFFERING DISCOUNTS



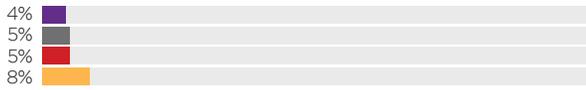
RECEIVING INFORMATION ABOUT PRODUCTS



USING THE APP TO COMPARE PRICES



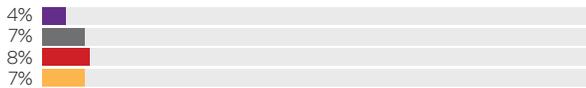
FINDING PRODUCTS WHILE IN THE STORE



PURCHASING PRODUCTS THROUGH THE APP



CHECKING OUT AND PAYING FOR PRODUCTS WHILE IN THE STORE



SHARING INTERESTING PRODUCTS ON SOCIAL MEDIA



Small-format stores



DETECTING THE NEAREST STORE AND OFFERING DISCOUNTS



RECEIVING INFORMATION ABOUT PRODUCTS



USING THE APP TO COMPARE PRICES



FINDING PRODUCTS WHILE IN THE STORE



PURCHASING PRODUCTS THROUGH THE APP



CHECKING OUT AND PAYING FOR PRODUCTS WHILE IN THE STORE



SHARING INTERESTING PRODUCTS ON SOCIAL MEDIA



HEALTH & BEAUTY



APPAREL STORE



GROCERY STORES



MASS MERCHANTS

METHODOLOGY

Omnicommerce Scoring Methodology

In a retail environment in which traditional consumer shopping norms and habits are being disrupted by the rapid adoption of new technologies, retailers are now, more than ever, looking for alternative strategies to ensure the future viability of their businesses.

Many merchants are progressively adopting omnichannel solutions that create a seamless shopping experience for their customers, allowing them to shop for all products and services whenever and wherever they want.

This report highlights the moves these progressive retailers are making. The retailers are scored on their omnireadiness through three critical lenses:



Customer Service 40% of weight

How merchants are stepping out from behind the counter to deliver enhanced shopping experiences like mobile point-of-sale (mPOS) and the ability to check inventory in real time, among others.

Features measured include the possibility of receiving online purchases delivered for free, buying online with pick up in store (BOPIS), seeing stock online, getting live help online and whether store associates have a mobile device to help customers (i.e. inventory or making a purchase with an mPOS).



Customer Enablement 10% of weight

Tools merchants are deploying to arm customers with the ability to shop and buy whenever and wherever they want, including apps, enabling payment within the app, location-based services and the ability to shop and fulfill purchases regardless of channel.

Features measured include iOS and Android apps.



Customer Engagement 50% of weight

Strategies merchants are employing to drive customer engagement in stores and online. These include loyalty programs, contextually relevant offers and leveraging data to make relevant product recommendations.

Features measured include the possibility to sign up online to receive marketing messages, set preferences, "like" or share products, see product details and reviews on the website, enter coupons, sign up for rewards and customer engagement through beacons.

TOP RANKINGS

OMNI USAGE REPORT™ TOP 10



Scorecard



7-Eleven

7-Eleven is an international chain of convenience stores that operates, franchises and licenses some 56,600 stores in 18 countries. It also has an online store and mobile app.



Abercrombie & Fitch

Abercrombie & Fitch is a specialty retailer selling its products through store and direct-to-consumer eCommerce outlets, as well as through wholesale, franchise and licensing arrangements. It has operations in North America, Europe, Asia and the Middle East, operating 709 stores in the U.S. and 189 stores abroad.



Ace Hardware

Hardware retailer cooperative Ace Hardware operates more than 4,400 stores and a distribution network of 14 retail support center across the U.S. Ace offers eCommerce transactions with an eBay Enterprise platform. To offer omnichannel pickup options, the retailer ties this platform to an internal warehouse management system and SAP fulfillment software.

Scorecard



Advance Auto Parts

Advance Auto Parts provides automotive aftermarket. It has over 5,200 stores across the U.S. It also offers an online store delivering to the United States, Puerto Rico, the U.S. Virgin Islands and Canada.



Aéropostale

Aéropostale is a specialty retailer of casual apparel and accessories. The company maintains control over its proprietary brands by designing, sourcing, marketing and selling all of its own merchandise, which can only be purchased in its stores and online.



American Eagle Outfitters

American Eagle Outfitters sells clothing and other accessories. The company, which has more than 1,000 stores, sells products at its brick-and-mortar locations, online and through its mobile app.

Scorecard

ANN TAYLOR



Ann Inc

Ann Taylor is women's clothing retailer with 242 full-price and 122 outlet stores across North America. The brand also offers its products online.



Apple

Apple is a multinational technology giant that has optimized its retail platform for extending omnichannel experience in-store, on its website and mobile app.



Argos

Argos, a subsidiary of Sainsbury's, is a British catalog retailer operating in the U.K. and Ireland. The company trades both through physical stores and online, with over 750 stores and 800 million website visits a year.

Scorecard



Auto Zone

AutoZone is a retailer of aftermarket automotive parts with more than 5,000 stores across the United States, Mexico and Brazil. In December 2012 the company purchased AutoAnything.com, an eCommerce provider of aftermarket automotive parts.



Barnes & Noble

Barnes & Noble, Inc. is a Fortune 500 company and retailer of content, digital media and educational products. The company operates nearly 650 Barnes & Noble bookstores in 50 states and an e-commerce site.



Bass Pro

Bass Pro Shops is an outdoor gear supplier that sells camping, fishing, hunting, nature gifts and other products through retail stores, a mobile app, website and mail-order catalogue.

Scorecard



Bed Bath & Beyond

The domestic merchandise retailer offers a wide variety of products including bed linens and related items, bath items, and kitchen textiles, as well as home furnishings. The company sells products online, in-store and through its mobile app.



Best Buy Co. Inc.

Best Buy is a consumer electronic corporation that generates close to \$40 billion in revenue annually. The company began its omnichannel program four years ago as it reported heavy losses in sales and revenue. Since then, the company has realigned its omnichannel strategy with new initiatives that provide a unified experience to its customers whether they are shopping online or at its brick-and-mortar locations.



Big 5 Sporting Goods

Big 5 Sporting Goods is a goods and accessories seller with 433 brick-and-mortar locations throughout the western United States. It also has an online store.

Scorecard



Books-A-Million

Birmingham, Alabama-based Books-A-Million is the second-largest book retailer in the U.S. It currently operates more than 260 stores in 32 states and Washington, D.C., and includes the American Wholesale Book Company distribution subsidiary, a booksamillion.com eCommerce division and the NetCentral internet development and services company in Nashville, Tennessee.



Bow & Drape

Bow & Drape makes custom clothing for women. The company aims to guide shoppers to wardrobe basics that they can easily modify into unique clothing, using hand-selected embellishments, baubles and trim via an online marketplace.



Burlington Coat Factory

Burlington Coat Factory offers branded clothing, shoes, accessories, baby products and home furnishings. The company operates more than 590 stores in 45 states and Puerto Rico. It also has eCommerce operations, including an online sales site.

Scorecard



Cabela's Inc.

Cabela's is an outdoor and sporting goods retailer with stores in the U.S. and Canada. It offers products on multiple channels, including stores, online and catalogues/call centers via social and mobile. Its omnichannel features include social media pages, three mobile apps and optimized inventory management.



Carrefour

Carrefour is a retailer with stores in 35 countries under multiple brand names. The company also operates online stores with shipping to Europe, the Americas, Asia and Africa.



Charlotte Russe

Charlotte Russe is a U.S. clothing retail chain store, aimed at women in their teens and twenties. The company owns and operates 560 stores in 45 states, along with an eCommerce store.

Scorecard



Chico's Fas Inc.

Chico's FAS is an omnichannel specialty retailer of women's clothing and accessories that connects to its customers on eight different mediums, including print, web, television, mobile and brick and mortar store locations. The company currently operates over 1,500 stores in the U.S. and Canada and supplies merchandise in Mexico through franchises.



Chipotle

Chipotle Mexican Grill is an American chain of fast casual restaurants in the U.S., the U.K., Canada, Germany and France. It currently has more than 2,000 locations and also offers a mobile app that allows customers to place an order online for pickup at the nearest Chipotle location.



Clinique

Clinique was founded by The Estée Lauder Companies as the first dermatologist-created, prestige cosmetic brand. Sold in approximately 140 countries and territories, Clinique's offers products intended to enhance every skin type. The brand synchronizes in-store recommendations with shoppers' online profiles through store information cards, iPads, and monitors with information about the products available, as well as general advice.

Scorecard



The Container Store

The Container Store is a storage and organizational products retailer offering more than 10,000 solutions to simplify customers' lives, save space and, ultimately, save time. The Container Store has 90 locations across the United States, as well as an online business.



Costco Wholesale

Costco Wholesale, a global membership retail club, operates in several countries. The company sells products online, in-store and via its mobile app.



Crate and Barrel

Crate and Barrel is a home furnishings specialty retailer. In addition to having a direct marketing division that services more than 90 countries, the company operates stores throughout the U.S. and Canada as well as international franchise locations and offers an online store with international shopping and shopping for customers around the world.

Scorecard

CVS/pharmacy



CVS Pharmacy

CVS Pharmacy is an American retail pharmacy with more than 9,600 locations nationwide. It offers products and services consumers need on their paths to better health, and features beauty departments, photo labs and general merchandise.



Dick's Sporting Goods, Inc.

Dick's Sporting Goods, Inc., is an omnichannel sporting goods retailer offering an assortment of sports equipment, apparel, footwear and accessories. The company owns and operates Golf Galaxy, LLC, a golf specialty retailer and eCommerce websites and catalogue operations for both Dick's Sporting Goods and Golf Galaxy.

DOLLAR GENERAL



Dollar General

Dollar General, a discount retailer, has nearly 13,000 locations nationwide, and sells food, snacks, health and beauty aids, cleaning supplies, basic apparel, housewares and seasonal items. The merchant sells products online, in-store and through its mobile app.

Scorecard



Dollar Tree Inc.

Dollar Tree is a discount retailer that has more than 5,000 stores and 10 distribution centers in America and Canada. The company sells products in-store, online and via its mobile app.



Dsw Inc-CI A

DSW, Inc. is a footwear and accessories retailer offering brand name and designer dress, casual and athletic footwear and accessories for women, men and children. The company operates more than 480 stores in 42 states, the District of Columbia and Puerto Rico, as well as 362 leased departments for other retailers in the U.S. under the Affiliated Business Group. DSW also has an eCommerce site.



Express

Express currently operates more than 600 retail and outlet stores with over 16,000 associates, located primarily in shopping malls, lifestyle centers and street locations in the U.S., Canada, Latin America and the Middle East. Merchandise is also available on the company's eCommerce website.

Scorecard

FAMILY DOLLAR.



Family Dollar

Family Dollar is a discount retailer that sells products at more than 8,200 stores in America. The company sells products in-store, online and via its mobile app.

FINISH LINE.



Finish Line, Inc.

Finish Line, Inc. is a retailer of athletic shoes, apparel and accessories. The company holds approximately 970 Finish Line-branded locations, primarily in U.S. malls, as well as shops inside Macy's department stores. Online shopping is available at its webpage and via Macy's.com, and mobile shopping is also available. The Finish Line app, which also allows customers to earn loyalty points, offers a store location finder and additional product information.

five BELOW®



Five Below

Five Below is a retailer with 440 stores in 27 states. The company, aimed at teens, pre-teens and their parents, sells products in several different in-store "worlds," including Candy, Crafts, Now, Party, Room, Sports, Style and Tech. The company sells products online, in-store, and via the mobile app.

Scorecard



Foot Locker Inc.

Footlocker is a footwear and sportswear retailer that has leveraged its sturdy supply chain infrastructure to power its omncommerce strategy, which lays special emphasis on providing its customers complete visibility into its product inventory and releases.

FOSSIL



Fossil

Fossil Group is a design, marketing and distribution company specializing in lifestyle accessories. Under a portfolio of owned and licensed brands, its offerings include fashion watches, jewelry, handbags, small leather goods and wearables. Its owned brands include Fossil, Michele, Misfit, Relic, Skagen and Zodiac. The company has extensive wholesale distribution network across 150 countries and in more than 600 retail locations, along with an eCommerce website and mobile app.



Fragrance Outlet

The Fragrance Outlet, Inc., owns and operates more than 100 Fragrance Outlet and Designer Fragrances stores, as well as an online store that offers shopping and shipping to international customers.

Scorecard



Fry's Electronics

Fry's Electronics, founded as a Silicon Valley retail electronics store for high-tech professionals, now sells more than 50,000 electronic within each of its 34 stores. The company also provides customers with online shopping via its website.



Gamestop Corp-A

GameStop owns a group of specialty retail brands specializing in consumer electronics and technologies. It operates more than 7,500 stores in Europe, Canada, Australia and the U.S., and sells products via an online store.



Gander Mountain

Gander Mountain operates a retail network of more than 160 stores for hunting, fishing, camping and marine products and accessories. Gander Mountain is an integrated multichannel retailer offering retail, catalogue and internet sales.

Scorecard



Gap Inc. (Gap)

Gap Inc. is a global American clothing and accessory retailer. The company operates about 3,700 stores worldwide, including 400 franchise stores. Some of its omnichannel offerings include, “find in store,” “reserve in store,” and “ship from store” among others.



Gap Inc. (Old Navy)

The clothing and accessory retail chain is owned by Gap Inc. Since 2014, the company has been increasingly relying on implementing omnichannel tools to improve upon its struggling sales.



GNC Holdings, Inc.

GNC Holdings Inc. is focused on the retail sale of health and nutrition related products, including vitamins, supplements, minerals, herbs, sports nutrition, diet and energy products. GNC has more than 6,000 stores in the U.S., including 1,100 store-within-a-store locations within Rite Aid and locations in 49 other countries. Additionally, GNC LiveWell currently has 41 stores located in Brisbane, Sydney and Melbourne, Australia. GNC products are sold on GNC.com and drugstore.com.

Scorecard



Gordmans

Gordmans is an American retailer that sells brand-name items and apparel at discount prices. The company operates 103 stores in nearly two dozen states and offers an online shopping site.



H&M

H&M is a Swedish fashion retailer. In 2015, it added nine European countries for online selling. It also made a recent eCommerce push that included an updated website and steps to connect its web and mobile assets with its stores.



Hannaford

Hannaford Supermarkets operates 188 stores in Maine, New York, Massachusetts, New Hampshire and Vermont. Hannaford To Go is its buy-online-pick-up-in-store services, currently available in more than 25 locations.

Scorecard



Hollister

Hollister Co. is an American lifestyle brand owned by Abercrombie & Fitch Co. It offers authentic California casual wear, with goods available in-store at 578 locations and through the company's website.



Home Depot Inc.

Home Depot is a home improvement supply chain that clocked \$4.7 billion in sales in fiscal year 2016 marking a 25 percent year-over-year growth. The company credited its efforts to interconnect its digital platform with brick-and-mortar stores as a major factor fueling its growth.



House of Fraser

House of Fraser brand has a portfolio of 59 stores in the U.K. and Ireland, as well as a rapidly growing web-store, two small Houseoffraser.com concept stores. Its recent omnichannel solutions include an app for multi-channel shopping, buy and collect service and beacons.

Scorecard



Hush Puppies®



Hush Puppies

Hush Puppies is an internationally-marketed American brand launched in 1958 and offering casual shoes. Hush Puppies continues to innovate today, bringing technical expertise and style to more than 150 countries.



Ikea

The Swedish furniture maker has built upon its omnichannel strategy with tools that allow its in-store customers to look up products and their rates online by entering serial number on their mobile device.



J.C. Penney Co.

The clothing retailer is increasingly focusing on its omnichannel strategy to revive its overall sales. Last year, the company hired Mike Amend as its new executive VP of omnichannel to enable its brick and mortar stores and eCommerce offerings into providing one seamless shopping experience.

Scorecard

JOANN
fabric and craft stores®



JOANN

JOANN, a fabric and craft retailer, owns and operates 865 storefronts across 49 states and an eCommerce business.

John Lewis



John Lewis

John Lewis is an omnichannel consumer goods retailer in the U.K. with 49 John Lewis shops and a growing online business at johnlewis.com.

kate spade
NEW YORK



Kate Spade & Co.

Kate Spade offers a range of products including handbags, clothing, jewelry, fashion accessories, fragrances, eyewear, shoes, swimwear, home decor, desk accessories, stationery, tabletop items and gifts. The company operates more than 140 retail shops and outlet stores across the U.S., more than 175 shops around the world and an online store. All told, Kate Spade's products are sold in more than 450 stores worldwide, in every time zone and on every continent.

Scorecard

KOHL'S



Kohl's Corp.

The department store retail chain has added on its omnichannel offerings with nation-wide rollout of services like buy online, pick up in store (BOPIS) and options like ship from store. Since late last year, the company has been experimenting with same-day delivery and has also made it available to in several cities across the U.S.



Kroger (QFC)

Kroger is one of the largest supermarket chains in the U.S. As part of its omnichannel strategy, the company offers personalized shopping experience services such as order groceries online and pick them up at local store, customized coupons, mobile shopping and product delivery.

LANCÔME

PARIS



Lancôme

Lancôme is a French luxury perfume and cosmetics designer. Lancôme is part of the L'Oreal Luxury Products division and offers skin care, fragrances and makeup. The company makes personalized offers through online profiles created by customers combined with its expertise in what products work with what skin types, as well as current local trends.

Scorecard

LANDS' END



Lands' End Inc.

Lands' End is a source of apparel and gear for women, men, kids and the home – sold by catalogue, online and at over 200 Lands' End shops at Sears.

LANE BRYANT



Lane Bryant

Lane Bryant offers plus-size clothing, including its exclusive line of Cacique plus-size intimates. Lane Bryant and Cacique items are available in Lane Bryant stores and can also be found online.

VICTORIA'S SECRET



Limited (Victoria's Secret)

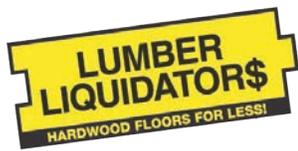
Victoria's Secret is the largest American retailer of lingerie, womenswear and beauty products. The company is pushing to further improve on its omnichannel strategy as it looks into enhancing its digital offerings. The company is reportedly cutting 200 jobs at its headquarters as it parts away from catalogs.

Scorecard



Lowe's

Lowe's is a home improvement company serving more than 17 million customers a week in the U.S., Canada and Mexico. Lowe's has more than 2,355 home improvement and hardware stores and also runs an eCommerce site.



Lumber Liquidators

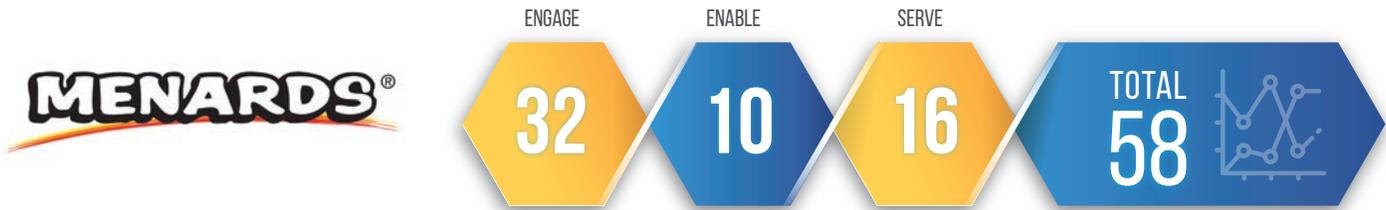
Lumber Liquidators is a retailer of hardwood flooring in the U.S. The company sells products online, in-store and via its mobile app.



Macy's Inc.

The Cincinnati, Ohio based department store chain operates in 850 department stores in the U.S. and its surrounding territories, and reported over \$27 billion in sales in fiscal year 2015. The retail chain's succeeding CEO Jeff Gennette, who will take up the position in first quarter of 2017, has said, the company's new focus would be on driving its omnichannel customer engagement.

Scorecard



Menards

Menards, which launched in 1958, operates more than 280 stores nationwide. The home improvement retailer makes sales through multiple methods including at its stores, online and through its mobile app.



Men's Wearhouse

Men's Wearhouse is a specialty men's apparel retailer with 1,133 brick-and-mortar locations throughout North America. The company also offers its products through its webpage, and its "Find-It" app is used on iPads by in-store employees to search company-wide inventory for shoppers.



Michael Kors

Michael Kors Holdings Limited is a global luxury fashion company known for watches, handbags and other accessories. The company owns and operates about 550 stores and more than 1,500 in-store boutiques, along with flagship websites, in several countries.

Scorecard



Michael's

The art supply retailer has over 1,262 stores in North America and reportedly saw \$4.7 billion in sales in 2014. The company has so far focused on building its omnichannel strategy exclusively for its web and in-store platform.



Microsoft

Microsoft is an American multinational technology company that does business in 170 countries. The company develops, manufactures, licenses, supports and sells computer software, consumer electronics, personal computers and services. It offers its products online and in-store.



Neiman Marcus

The Neiman Marcus Group operates 41 Neiman Marcus Stores across the United States and two Bergdorf Goodman stores in Manhattan. The company also operates 30 Last Call clearance centers. Neiman Marcus Direct, its direct-to-consumer business, conducts both print catalogue and online operations under the Neiman Marcus, Horchow and Bergdorf Goodman brand names.

Scorecard

NEW YORK & COMPANY
nyandcompany.com



New York & Co

New York & Company, Inc., is a specialty women's fashion apparel and accessories retailer. The company's proprietary branded merchandise is sold through its national network of more than 400 retail stores and online via its eCommerce store.

NORDSTROM



Nordstrom Inc.

Nordstrom, which has been operational for more than 100 years, runs 329 stores between the U.S. and Canada. The fashion specialty retailer offers products through its physical locations, online and via its mobile app.

OASIS



Oasis

Oasis operates over 400 stores and concessions in 25 countries. It also offers online and social media-based sales.

Scorecard

Office DEPOT.



Office Depot Inc.

Office Depot, which first opened in Florida in 1986, runs about 1,800 stores globally. The office products and services retailer has nearly 50,000 employees and generates revenue in-store, online and via the mobile app.

P A C S U N



Pac Sunwear Cal

Pac Sun is a clothing retailer offering items for young men and women. The company operates approximately 600 stores across the U.S. and an eCommerce store.



Pep Boys

Pep Boys is an automotive aftermarket retail chain selling parts and services at more than 800 stores nationwide. The company sells products in-store, online and through its mobile app.

Scorecard



PetSmart

PetSmart is a pet retailer of services and solutions for pets. The company operates more than 1,500 pet stores in the U.S., Canada and Puerto Rico, as well as more than 200 in-store PetSmart PetsHotel dog and cat boarding facilities. Its portfolio of digital resources for pet parents includes PetSmart.com, PetFoodDirect.com, OnlyNaturalPet.com, Pet360.com, petMD.com, Pawculture.com, AllPaws (an online pet adoption platform) and BlogPaws, a pet blogger and influencer network.



Pier 1 Imports

Pier 1 Imports offers home décor and furnishings. It has an eCommerce store and boasts brick-and-mortar retail locations throughout the United States and Canada.



Pottery Barn

Pottery Barn is a home furnishings retailer in the U.S. that operates over 200 stores, a direct-mail business that distributes over 140 million catalogs a year, and an eCommerce website. It also features augmented reality in its mobile app.

Scorecard



Rebecca Minkoff

Rebecca Minkoff offers ready-to-wear, handbags, accessories and footwear and is distributed in over 900 stores worldwide, with innovative tech-forward boutiques in New York and San Francisco and international outposts in Hong Kong, Tokyo, and Seoul. The company has created an interactive store at its flagship location in SoHo with RFID tags in the clothing trigger informational videos and further recommendations in the dressing room mirrors.



REI

Recreational Equipment, Inc., commonly known as REI, is an American retail and outdoor recreation services corporation. The company operates 149 retail stores in 36 states. It also receives orders via catalogs and the internet.



Restoration Hardware

Restoration Hardware is a luxury brand in the Home Furnishings marketplace. Its business is fully integrated across multiple channels of distribution, consisting of stores, catalogs and websites. The company positions its stores as showrooms for the brand, while catalogs and websites act as virtual extensions of stores.

Scorecard



Ridley's Family Markets

Ridley's Family Markets is an Idaho-based, family-owned chain of grocery stores. The company offers a loyalty program that features customizable shopping lists, reward points, and email delivery of weekly ads.



Rite Aid Corp.

Rite Aid Corporation is a drugstore chain with more than 4,600 stores in 31 states and the District of Columbia. Its loyalty program has more than 50 million unique registered users. The company is remodeling and remerchandising its stores at a rate of about 500 locations per year.



Ross Stores, Inc.

Ross Stores is a Fortune 500 company operating more than 1,270 stores in 34 states, Washington, D.C., and Guam. Consumers can make purchases online, in-store and via the mobile app.

Scorecard

rue21[®]



rue21

rue21 is a specialty fashion retailer that operates through 1,100 shopping mall, outlet and strip center stores in 48 U.S. states as an eCommerce site. The company is currently planning to close approximately 400 storefronts.

SAFEWAY



Safeway

Safeway, which has more than 1,300 retail stores, offers groceries across the U.S. The company sells products via in-store, online and the mobile app.

SALLY BEAUTY



Sally Beauty

Sally Beauty Holdings is a distributor of professional beauty supplies. The company operates an eCommerce store and more than 4,500 stores worldwide.

Scorecard



Samsonite

Samsonite is a travel luggage manufacturer and seller with products sold in more than 100 countries in Asia, North America, Europe and Latin America. The company makes use of a variety of wholesale distribution channels, including company-operated retail stores and eCommerce.



Saks

The retail giant is currently focusing on making several of its exclusive in-store shopping experiences available online. As part of its omnichannel strategy, the company is working on connecting its merchants with online stylists that handpick merchandise for customers over live-chat and emails.



Sears Holdings

The department store chain currently operates over 700 stores in the U.S. The company has a dedicated omnichannel program called "Shop Your Way," which provides in-store and curbside pickup to its customers.

Scorecard



Sephora

Sephora is a French cosmetics chain owned by luxury conglomerate LVMH. The brand offers makeup, skincare, body, fragrance, nail color and haircare products via more than 750 stores in 21 countries. It also offers an online store, available in nine countries.



Sierra Trading Post

Sierra Trading Post is a discount retailer offering outdoor gear, shoes, clothing, accessories and home furnishings. It has 12 brick-and-mortar retail stores and an online store.



Staples Inc.

Staples opened in 1986, has more than 2,000 stores worldwide. The office supply retail chain generates revenue through various channels including at its brick-and-more stores, online, catalogues and mobile app.

Scorecard



Starbucks

Starbucks Corporation is an American coffee company and coffeehouse chain with around 24,000 locations worldwide. Its mobile app enables customers to accumulate rewards, provides location-enabled Starbucks retailers and allows the purchase of gift cards, food and beverages.



Stein Mart Inc

Stein Mart's assortment of merchandise features fashion apparel for women and men, accessories, shoes and home fashions, all offered at prices that are competitive with off-price retail chains. It operates more than 293 stores in 31 states and a website.



Steve Madden

In addition to marketing products under its owned brands, fashion industry company Steven Madden, Ltd. is the licensee of various brands, including Olsenboye for footwear, handbags and belts, and Superga and I.e.i. for footwear. The company designs and sources products under private label brand names for various retailers. Its wholesale distribution includes department stores, specialty stores, luxury retailers, national chains and mass merchants, operating 124 retail stores and three eCommerce stores.

Scorecard



Stop & Shop (Ahold)

Stop & Shop is a grocery store with over 375 locations throughout New England, New York and New Jersey. Its sells its products at brick-and-mortar locations, online and via mobile devices. The company's mobile application allows customers to scan groceries and shop via an iPhone.



The Tile Shop

The Tile Shop is a specialty retailer of manufactured and natural stone tiles, setting and maintenance materials, and related accessories. The company is U.S.-based, with 123 showrooms nationwide. In-store and online, its Design Studio offers a collaborative platform to create customized 3-D design renderings to scale.



Tillys, Inc.

Tillys is a specialty retailer of West Coast-inspired apparel, footwear and accessories, with a wide assortment of brands rooted in action sports, music, art and fashion. Tilly's operates 225 stores in 33 states and online via its website.

Scorecard

TIFFANY & CO.



Tiffany & Co.

Tiffany & Co., the New York City-based luxury good retailer, has laid special emphasis on using social media as an important element of its omnichannel strategy. The company reportedly has one of the highest user engagement rates on social media platforms such as Facebook, Twitter and Instagram.

TSC TRACTOR SUPPLY CO.



Tractor Supply

Tractor Supply operates roughly 1,700 stores nationwide. The home improvement and agricultural retailer also generates sales through multiple channels, including its website, mobile app and a catalogue.

True Value.



True Value

True Value Company is a hardware retailer with more than 4,500 independently owned retail stores and thousands of trading partners. The company sells products via its mobile app, online and in-store.

Scorecard

Tuesday Morning



Tuesday Morning

Tuesday Morning is a multichannel retail chain specializing in closeouts of medium- to high-end name-brand gifts, , home furnishings, housewares, luggage, toys, seasonal items, gourmet food and fashion accessories for men, women and children. It has approximately 800 stores operating in 43 states. The company also creates online experiences for consumers that focus on providing shopping information or promotional information.

UGG



UGG

UGG is a boots manufacturing company and retailer. Its omnichannel initiatives include Infinite UGG, enabling in-store sales associates to help customers view and purchase products in-store, and Magic Carpet RFID technology in select test stores, which provides product information.

URBAN OUTFITTERS



Urban Outfitter

Urban Outfitters is an American clothing merchant. It currently operates an eCommerce store, mobile shopping app, mobile-based loyalty program and roughly 200 storefronts across the United States, Canada and Europe.

Scorecard



Vitamin Shoppe

The Vitamin Shoppe, founded in 1977, runs more than 700 stores in the Canada, Puerto Rico and the United States. The company sells products in-store, online and via mobile.



Walgreens Boots Alliance, Inc.

Walgreens Boots is an American drugstore chain that operates more than 7,500 stores nationwide. The company sells products online, in-store and through its mobile app.



Wal-Mart Stores

Walmart is a global retail corporation that operates over 6,000 stores globally. The company is rapidly improving upon its omnichannel strategy to increase its market share in the U.S. and elsewhere as it competes with eCommerce giants like Amazon.

Scorecard



West Marine Inc.

The outfitter of recreational boating products and gear was founded in 1968 and currently operates nearly 300 stores. The company sells more than 75,000 products online, in-store and through its catalogue.



Williams-Sonoma

Williams-Sonoma, Inc. is a home furnishings retailer. It currently operates an eCommerce store, a retail catalog and brick-and-mortar retail locations in the U.S., Canada, Puerto Rico, Australia and the U.K.



Zumiez

Zumiez operates clothing and retail stores in the U.S. and Canada. The company sells clothing, footwear, accessories, DVDs and skate and snowboard accessories. It also offers products through its online store.

ABOUT

PYMNTS.com

[PYMNTS.com](https://pymnts.com) is where the best minds and the best content meet on the web to learn about “What’s Next” in payments and commerce. Our interactive platform is reinventing the way in which companies in payments share relevant information about the initiatives that shape the future of this dynamic sector and make news. Our data and analytics team includes economists, data scientists and industry analysts who work with companies to measure and quantify the innovation that is at the cutting edge of this new world.

SUGGESTED READING



The PYMNTS.com [Omni Usage Index™](#) is designed to measure consumer satisfaction with both in-store and online omnichannel features. We analyzed the survey responses of 2,413 customers to get their firsthand accounts of how the companies were incorporating omnichannel technology into their business strategies. The Index analysis combines online purchasing data with our survey data to build out the scale of consumer satisfaction.

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The PYMNTS.com [OmniReadi Index™](#) is designed to quantify the consistency between the Web and in-store shopping experience and determine if the mobile channel is helping, hurting or simply neutral to the overall situation.

The latest Index features an interview with Drew Green, CEO of Indochino, discussing how the company has found omnichannel success despite an unconventional journey to get there.

Download ↓

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