

The Leaders' Playbook Revealing the Secrets to Unified Commerce Success

Unlocking the Full Picture:

The Comprehensive Methodology Behind the 2023 Unified Commerce for Specialty Retail Benchmark

From in-person store audits to real shopping journeys, get an inside look at the detailed, thorough process that sets this benchmark apart.



Performance Power:

The Benefits of Being a Unified Commerce Leader

Leadership in Unified Commerce drives better business performance, with Leaders realizing 3-6 times higher annual revenue growth compared to their peer group.

A specialty retailer currently rated a Challenger would stand to gain

~\$40M
per billion dollars

in annual revenue by improving its Unified Commerce maturity to a Leader

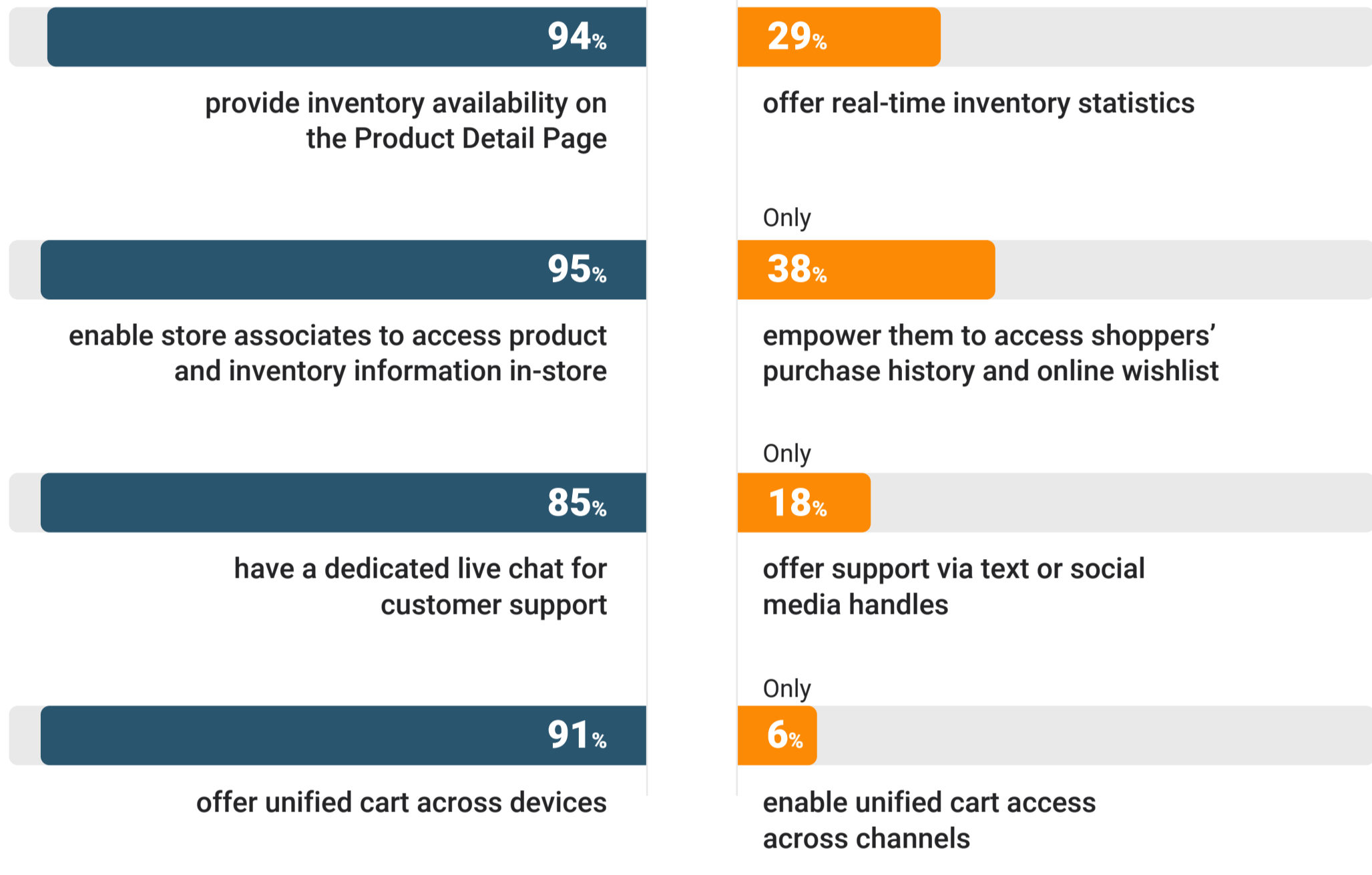


Nuanced Leadership:

The Future of Customer Experience in Retail

The bar for customer experience has been set higher, with retailers unifying the customer experience across channels.

However, only the best stand out by providing highly nuanced experiences.



The New Retail Battleground:

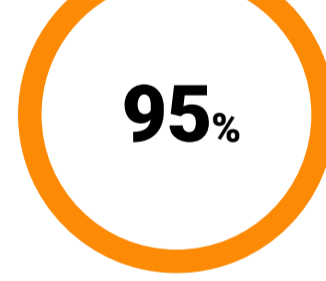
Deepening Customer Experiences in Key Areas

A closer look at the four key capability areas reveals that while most retailers have adopted the essential capabilities, only a few have been able to go the extra mile and offer richer and more nuanced experiences that truly set them apart.

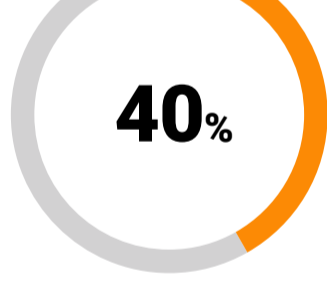


Search & Discovery

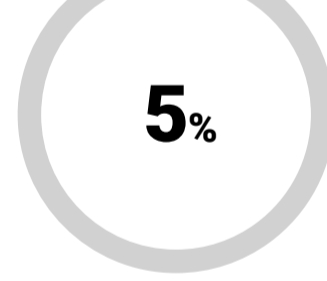
Leaders unleash the power of personalized experiences by understanding shopper intent and delivering the most meaningful products and services.



95% of retailers offer advanced filtering and sorting options



40% allow shoppers to filter by sustainability features

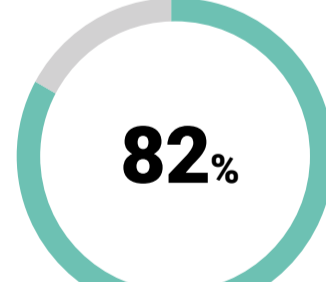


5% let shoppers search for products using an image

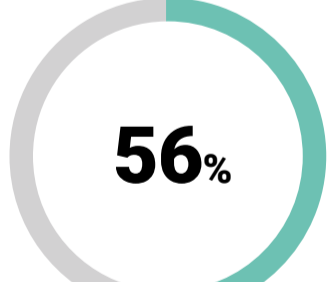


Cart & Checkout

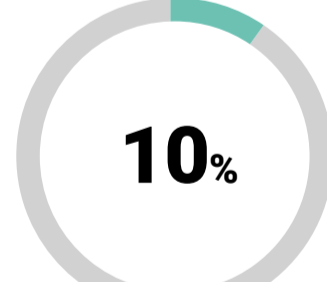
Leaders seamlessly guide shoppers through the most critical point of conversion with an experience that moves effortlessly between physical and digital shopping journeys.



82% of retailers enable shoppers to apply relevant promo codes at checkout



56% allow shoppers to redeem loyalty points

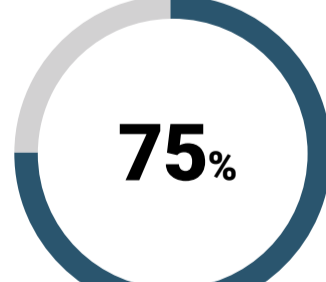


10% offer clickable promo codes

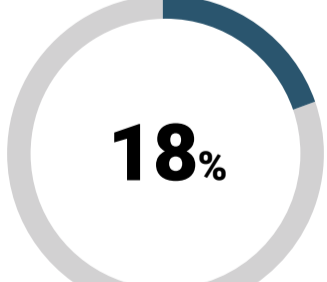


Promising & Fulfillment

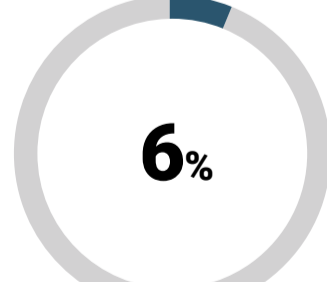
Leaders gain shoppers' trust and boost conversions by providing clear information on how and when products will be delivered, offering a choice of fulfillment options, and providing relevant updates at every step.



75% of retailers offer a flywheel of fulfillment options



18% allow order modification post purchase

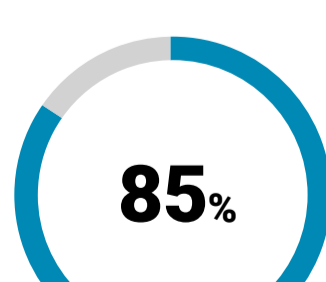


6% allow shoppers to change fulfillment option from BOPIS to direct shipment

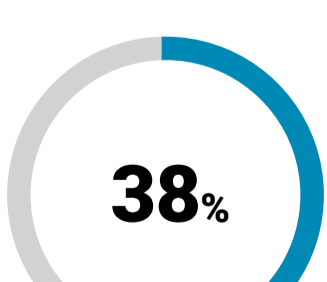


Service & Support

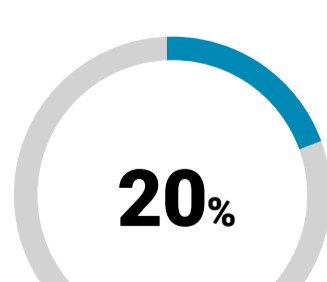
Leaders stand out by delivering personalized assistance and authentic human interactions that meet shoppers' needs without interrupting their daily flow.



85% of retailers offer live chat



38% allow transition from chat to call



20% offer a personalized chat experience

Take the Next Step:

Your Path to Excellence in Unified Commerce

Uncover the Full Story:
Download the 2023 Unified Commerce Benchmark Now

Dive into the detailed findings and insights from the 2023 Benchmark.

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