

RETAIL SNAPSHOT:

# THE OMNICHANNEL IMPERATIVE

A Manhattan Associates survey of 117 retailers reveals concerns, priorities and essential next steps. Results show that omnichannel fulfilment options have become more critical than ever – and there's opportunity to optimise those capabilities.

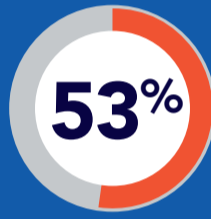


93% of retailers are concerned with the health of their employees



90% said it's critical to keep up with the rapid pace of change

**Recent events have caused an upheaval across retail.** Most retailers have implemented some form of omnichannel strategy out of sheer necessity.



53% of respondents added curbside pickup during quarantine



39% of retailers were satisfied with the flexibility of their technology

**Curbside pickup was the most popular new fulfilment option** in our survey. That makes sense because it addresses retailers' major concerns. Curbside protects the safety of employees and customers by minimising contact. And, it creates sales opportunities, even if store locations are closed or limited. However, simply executing curbside pickup is not enough, and for many companies, is also not sustainable.

**Offering omnichannel fulfilment options is critical,** but doing so efficiently and profitably is nearly as important. Great customer experiences and effective operations start with the right technology. The retailers we surveyed understand this, especially as situations continue to evolve – and with peak season on the horizon.

## MANHATTAN ACTIVE® OMNI IS 100% CLOUD-NATIVE

Manhattan Active Omni is built for an omnichannel world. Featuring a cloud-native, microservices architecture, it seamlessly enables the fulfilment options critical in today's retail. Curbside pickup, buy online, pickup in-store, and ship from store empower you to address health concerns while leveraging stores for sales and profitability. Now is the time to assess your omnichannel technology so you can adapt and thrive in the new normal.

Learn more about our Manhattan Active Omni capabilities:  
[manh.co.uk/products/order-management](https://manh.co.uk/products/order-management)