

Top Omni-channel Commerce Problems & HOW TO SOLVE THEM



At GoECart, we are serious about solving problems for our clients and enabling their success in the ever changing world of omni-channel commerce.

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#1

My omni-channel commerce solution is not (well) integrated.

Omni-channel commerce requires a carefully integrated set of applications. These applications include Shopping Cart Technology, Order Management, inventory management and warehouse management, CRM, Shipping / Manifesting, Marketing, Merchandising, Reporting / Analytics, and others. The vast majority of ecommerce platforms on the market today are composed of poorly integrated siloed applications. Focused on ecommerce, they require web retailers to buy and integrate other components as add-on systems separately. Disadvantages of this siloed approach to omni-channel commerce include:

- Expensive (initial cost of each system, PLUS subscription/ maintenance/ upgrade fees)
- Difficult/expensive to integrate siloed applications
- Requires extensive IT staff to support and maintain
- Insecure- migrating of data increases errors and security risks
- Do not provide on-demand anytime anywhere access
- Do not provide 360 visibility into key business performance metrics

GoEcart solves these problems with an all-in-one, fully integrated omni-channel ecommerce platform that empowers merchants to manage their entire business. GoEcart includes all of the systems mentioned above and utilizes a single data source. This saves our clients thousands of dollars a year in licensing fees and integration costs associated with multiple systems, and eliminates the manual processes and considerable risks associated with migrating data manually.

“GoEcart’s cloud-based service handles pretty much every function related to setting up and running an e-commerce site including modules for storefront and catalogs, order management, fulfillment, shipping, inventory management and customer relationship management.”

Heather Clancy, Award-Winning Journalist

#2

My omni-channel commerce storefront is not up-to-date.

SMB merchants face a constant struggle to keep pace with top online retailers who can immediately offer the latest technology features to customers.

These features include personalization, social media integration, intelligent site search and product recommendations, guided navigation, dynamic product customization, mobile device support, inventory management, warehouse management and others. These features are no longer “nice-to-haves” but are a necessity. GoECart provides SMBs the same powerful tools and rich features used by the Top 500 Internet.

One a client leveraging some of GoECart’s advanced omni-channel marketing functionality is RollerWareHouse.com. They partnered with GoECart’s professional services team to build a “Custom Skate Builder” tool that lets its customer interactively configure their own custom-made skates on the fly. Skaters can now choose from millions of combinations to build skates to their exact specifications.

“Since making the switch to GoECart, our conversion rate has increased by 21% because we now offer a much better shopping experience to our customers with many of the same features as the big players like Amazon. com. In addition to the Custom Skate Builder, we have all of the latest web 2.0 bells and whistles-like Facebook integration, blogs, forums, ratings, reviews, guided navigation, social bookmarks and many more.”

Rick Davis, CEO | RollerWarehouse.com

#3

We have too many systems and processes to manage.

With the competition to attract online shoppers more intense than ever, companies engaged in omni-channel retailing have no choice but to offer products at competitive prices to win customer loyalty. This leads to much lower profit and underscores the need for merchants to keep operations as nimble as possible.

At the same time, the need to provide exemplary customer service is still paramount. A recent study from Harris Interactive found that 86% of customers will stop doing business

We have too many systems and processes to manage. (cont.)

with an organization after a single bad experience. This underscores the need for today's online retailers to ensure that the entire shopping experience goes smoothly.

- Making online storefront and other sales channels sync up with back office operations is a painful experience.
- Inventory / fulfillment systems are completely separate from customer facing ecommerce and order entry systems, requiring manual exporting and inputting of data - and often keying in data manually
- Omni-channel customer service operations are non-existent, or are not integrated with real time data about customer's order status.
- Shipping processes require using standalone systems, and managing returns is a nightmare. Customers have shorter attention spans and less patience when it comes to challenges with shopping online.
- Even the smallest delay or problem during the shopping experience is sure to abandon their shopping cart and click over to a competitor's site.

GoECart provides a single reliable ecommerce platform that helps merchants drive sales and lower operational costs. In short, GoECart dramatically reduces total cost of ownership (TCO) for retail operations. The headaches associated with integrating separate systems are virtually eliminated. And real time access to the latest customer, order, and shipping information is always at the merchants' fingertips on-demand, enterprise-wide from any Internet connected device.

"Before moving to GoECart, our team had to export sales data out of our shopping cart system and hand key it into our financial system. This process was not only time consuming but there were a lot of errors as a result. Now we are able to leverage GoECart's APIs to link our omni-channel commerce system directly to our financial system. Plus, we love GoECart customer service and tech support: they are friendly, knowledgeable and highly responsive!"

Erin Fischer, International Inventory Director | BeadForLife

My current solution is not truly omni-channel

Most omni-channel retailing tools provide technology that allows the merchant to sell to their customers via their own website using a traditional web browser. However, this fails to take into consideration that:

- Retailers sell through many other Channels.
- Today's always-connected and empowered consumers want to buy online using their preferred devices and via a variety of browsers.
- There is a significant challenge associated with getting master data integrated with the other systems related to these customer touch points.
- Accurately syndicating products and inventory simultaneously across marketplaces like Amazon, eBay, Buy.com, etc. and efficiently processing orders and servicing customers from these channels remains a key challenge for many omni-channel merchants.

GoECart enables true omni-channel marketing

Merchants can sell via their web site but also through traditional channels (brick and mortar stores, call centers, mail order catalogs, pop-up stores, etc.) using a single unified solution. Merchants can seamlessly post items from their online catalog to the leading online marketplaces (e.g., Amazon.com, Buy.com and eBay) and comparison shopping engines (e.g., Google Shopping, Shopping.com and Nextag®) to maximize exposure. Customers can purchase online using any internet-connected devices they choose.

For example, GoECart client GameQuestDirect.com uses GoECart's ecommerce platform to syndicate its 10,000+-SKU product catalog across 15 online marketplaces across US, Canada and Europe.

"After spending six months evaluating dozens of popular vendors, none came close to being as complete and reliable as GoECart. From managing inventory to processing orders to assisting customers across 15+ sales channels, GoECart 360 has immensely improved our day-to-day operations. Plus, our volume is up significantly too."

Margaret Kim, Dir. of Marketing | GameQuestDirect

My current systems are difficult to use.

With a focus on fixing bugs and in the rush to get the new features out to merchants as quickly as possible, many software vendors make the usability of most omni-channel commerce applications a low priority.

Most omni-channel commerce, inventory management and warehouse management software is cumbersome, unintuitive, and difficult to use requiring merchants and their employees to undergo significant training costs and time.

GoECart believes usability of the ecommerce platform and its graphical user interface is key to our clients' satisfaction and our success. We have made a significant investment in making sure that the interface is both easy to learn and easy to use. We believe that a great user experience is the difference between an ordinary application and a revolutionary one. With every feature and component, we go to great lengths to ensure an enjoyable and productive experience both on storefront and on the back end. Highlights of the GoECart solution's revolutionary usability include:

- Rich interactivity of a desktop application, but in any web browser on any operating system
- Intuitive information architecture making everything easy to find
- Addictively easy-to-use and clean meaningful interface
- GoECart Smart Technology, which remembers merchant's preferences and choices all along the way
- Fast performance to get the job done quickly
- Lower training costs and faster time to productivity

GoECart 360's "revolutionary usability" makes it the industry's easiest to use ecommerce platform to deliver a true omni-channel experience. Many of our merchants have even said that the GoECart solution is actually "fun" to use. We take that as an ultimate compliment.

"We have been using GoECart for the last three years. It's a proven successful platform for us to sell and manage our inventory. The software modules are user friendly and our employees get up to speed quickly. We are very pleased that we chose GoECart to build our website and promote our product"

My siloed applications are difficult/expensive to maintain.

Businesses may have separate applications for inventory management, ecommerce, email and social media marketing and on and on. These tools, point solutions or applications attempt to work together by sharing data; hence, each siloed application contributes to the overall performance of the patchworked system as a whole. However, if even one of the disparate point solutions or applications is imperfect or ineffective, the overall system suffers as a result.

Many SMBs are struggling with an ecommerce solution which stands alone from their database or their digital and mobile marketing solutions. The main problem these SMBs face is each application being implemented years apart from one another from separate vendors, who utilized different software language. With countless manual steps and separate executable files they are able to operate, but the cost to integrate these applications is simply not acceptable.

Siloed data (ranging from revenues figures to attribution to shipping and more) is a barrier to gaining business insights as well a roadblock to a consistent customer experience. To transform into an effective omni-channel business, you need to break down the data silos.

GoECart provides a unified ecommerce platform, GoECart 360, which enables SMB merchants to manage all aspects of the omni-channel experience — from omni-channel marketing to ecommerce, mcommerce, warehouse management, inventory management, in-store POS, merchandising, e-marketplaces, omni-channel fulfillment and customer service. The feature-packed GoECart 360 ecommerce platform was designed from the ground up to be modern and meet the needs of today's empowered and connected customers. Additionally, GoECart's cloud-based delivery model delivers on the rewards of software-as-a-service (SaaS). These include zero investment in infrastructure, no integration headaches, free upgrades, and pay-as-you-go pricing.