



TOTAL RETAIL'S
2019 Top 100
Omnichannel
Retailers

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2019 Top 100 Omnichannel Retailers

In our third annual ranking of 100 publicly traded retailers based on their omnichannel capabilities — i.e., programs offered, and the execution of those programs — Total Retail, in conjunction with Radial, a leader in omnichannel commerce technology and operations, reveals the retailers and brands at the forefront of delivering the seamless cross-channel shopping experiences that consumers have come to expect.

As part of this year's evaluation, we visited each retailer's website as well as one of its brick-and-mortar stores, judging the companies on the following seven omnichannel criteria: the ability for customers to buy online, pick up in-store; the ability to search for in-store products on a brand's digital properties (website, mobile website, mobile app), including stock availability data; shared cart across channels for logged-in shoppers (e.g., mobile to desktop); the ability for loyalty points to be earned and redeemed across channels; cross-channel product returns (e.g., return online purchases in-store); ship from store/ endless aisle; and pricing consistency across channels.

The evaluations were conducted in the first quarter of 2019. A full breakdown of the scoring can be found in the Methodology section at the end of the report.

There's a three-way tie at the top of this year's rankings, with Bloomingdale's, J.C. Penney, and Lids all finishing with perfect scores. This is the second consecutive year that Lids has shared the No. 1 ranking in the Top 100 Omnichannel Retailers report. J.C. Penney made a significant leap in the rankings year-over-year (YoY), improving upon its 11th place finish in the 2018 report. And a new addition to this year's list, Bloomingdale's acquitted itself more than OK.

The companies that made the biggest YoY improvements in the rankings include a pair of department stores, Kohl's up nine spots and Macy's up eight spots, as well as Champs Sports (up eight spots), and Staples, The Children's Place, and The Home Depot (all up six spots). Conversely, the retailers that saw the biggest declines in their YoY rankings included JoS. A. Bank and PetSmart (both down nine spots), as well as Cabela's and Express (each down seven spots YoY).



When analyzing the scores by product category, the top performers were Department Stores, with an average score of 7.35 for the brands within the category, followed by Sporting Goods (7.25 average score) and Home Improvement (7.06 average score). At the bottom of the category rankings was the largest of the segments, Apparel and Accessories, with an average score of 5.60 for the brands within that group.

In addition to ranking individual retailer's omnichannel performances, this year's report identified some industry trends, including the following:

- The continued adoption of buy online, pick up in-store (BOPIS) programs, as 63 percent of the retailers evaluated offer at least some form of BOPIS, up from 52 percent last year and 37 percent in 2017.
- An increased focus by retailers to enable customers to have a shared cart across channels. Ninety-two percent of the retailers evaluated had shared cart functionality, a testament to growing consumer usage of smartphones to begin their shopping journeys before ultimately transacting on their laptops and desktops.
- Retailers are catering to customers increasing penchant for wanting to return online purchases in-store. Only seven of the 100 retailers evaluated for this year's rankings did not offer cross-channel returns in at least some form.

This report can serve as a benchmark for your business to measure itself against its competitors as well as the leading organizations in the retail industry. Conduct a self-audit of your company's omnichannel capabilities, identifying areas of strength — which can be leveraged as differentiators — as well as areas of weakness. As consumer behaviors continue to shift and purchase journeys cross multiple channels, it's the retailers that have a strong omnichannel strategy in place that stand to prosper.

RANK	RETAILERS	Search in-store products online	Buy online, pick up in-store	Shared Cart	Loyalty points earned / redeemed across channels	Return products across channels	Ship from store/ endless aisle	Pricing consistency across channels	Total score
1	Bloomingdale's	1	1	1	1	1	1	3	9
1	J.C. Penney	1	1	1	1	1	1	3	9
1	Lids	1	1	1	1	1	1	3	9
2	Designer Brands	1	1	1	1	0.75	1	3	8.75
3	Belk	0.5	1	1	1	1	1	3	8.5
3	Champs Sports	0.5	1	1	1	1	1	3	8.5
3	Lane Bryant	0.5	1	1	1	1	1	3	8.5
3	UGG	0.5	1	1	1	1	1	3	8.5
4	Staples	1	1	1	0.75	0.5	1	1	8.25
5	Abercrombie & Fitch	0.5	1	1	1	0.5	1	3	8
5	AutoZone	1	0.5	1	1	0.5	1	3	8
5	Best Buy	0.5	0.5	1	1	1	1	3	8
5	Crate and Barrel	0.5	1	1	1	0.5	1	3	8
5	The Home Depot	1	0.75	1	0.25	1	1	3	8
5	Men's Wearhouse	0.5	1	1	1	0.5	1	3	8
5	The Container Store	0.5	0.5	1	1	1	1	3	8
5	The Vitamin Shoppe	0.5	0.5	1	1	1	1	3	8
5	Zara	1	1	1	0	1	1	3	8
5	Zumiez	0.5	0.5	1	1	1	1	3	8
6	Macy's	1	0.5	0.5	1	0.75	1	3	7.75
6	Talbots	0.5	0.25	1	1	1	1	3	7.75
7	Advance Auto Parts	0.5	0.5	1	1	0.5	1	3	7.5
7	Aldo	1	1	1	0	0.5	1	3	7.5
7	Apple	1	1	1	0	0.5	1	3	7.5
7	Bass Pro Shops	0.5	1	0	1	1	1	3	7.5
7	Bed Bath & Beyond	1	0.5	1	0	1	1	3	7.5
7	Coach	0.5	1	1	0	1	1	3	7.5
7	Guess	0.5	0.75	1	1	0.5	0.75	3	7.5
7	Kohl's	0.5	0.5	1	1	0.5	1	3	7.5
7	L.L.Bean	0.5	0.75	1	0.25	1	1	3	7.5
7	Office Depot	1	0.5	1	1	0	1	3	7.5
7	The Children's Place	0.5	0.5	1	1	0.5	1	3	7.5
7	Tractor Supply Co.	0.25	1	1	0.5	1	0.75	3	7.5



RANK	RETAILERS	Search in-store products online	Buy online, pick up in-store	Shared Cart	Loyalty points earned / redeemed across channels	Return products across channels	Ship from store/ endless aisle	Pricing consistency across channels	Total score
8	Ann Taylor	0	1	1	0.25	1	1	3	7.25
8	Big Lots	0.75	0	1	1	0.5	1	3	7.25
8	J.Crew	0	0.25	1	1	1	1	3	7.25
8	Lord & Taylor	0	0.25	1	1	1	1	3	7.25
8	Lowe's	1	0.75	1	0	0.5	1	3	7.25
8	Nordstrom	0.5	0.5	1	1	0.5	0.75	3	7.25
8	Urban Outfitters	0.5	0.5	1	1	0.5	0.75	3	7.25
9	Brooks Brothers	1	0	1	1	1	1	2	7
9	Eddie Bauer	0	0	1	1	1	1	3	7
9	GNC	0.5	0	1	1	0.5	1	3	7
9	Neiman Marcus	0.75	0.5	1	0.25	0.5	1	3	7
9	Steve Madden	0.5	0	1	1	0.5	1	3	7
9	Vineyard Vines	1	0	1	0	1	1	3	7
9	Williams-Sonoma	0	0.75	1	1	0.5	0.75	3	7
10	Dick's Sporting Goods	0.5	0.25	1	1	0.5	0.5	3	6.75
10	Foot Locker	0.5	0.75	1	1	0.5	1	2	6.75
10	Ulta	0.5	0	1	1	0.5	0.75	3	6.75
11	Adidas	0	0	1	1	0.5	1	3	6.5
11	Amazon.com	0	0	1	1	0.5	1	3	6.5
11	Barnes & Noble	0.5	0.5	1	1	0.5	1	2	6.5
11	JoS. A. Bank	0.5	1	1	1	1	1	1	6.5
11	Kate Spade & Co.	0.5	0.75	1	0	0.5	0.75	3	6.5
11	Michael Kors	0.5	0.5	1	0	0.5	1	3	6.5
11	PacSun	0	0	1	1	0.5	1	3	6.5
11	Pier 1 Imports	0.5	0.5	1	0.25	0.5	0.75	3	6.5
11	The Finish Line	0.5	0.5	0	1	0.5	1	3	6.5
11	Tiffany & Co.	0.25	0.25	1	0	1	1	3	6.5
11	Tommy Hilfiger	0	0	1	1	1	0.5	3	6.5
11	Vera Bradley	0.5	0.5	1	0	0.5	1	3	6.5
12	Cabela's	0.25	1	0	1	0	1	3	6.25
12	Destination Maternity	0.5	0.25	1	0	0.5	1	3	6.25
12	Sur La Table	1	0.25	1	0	1	1	2	6.25

RANK	RETAILERS	Search in-store products online	Buy online, pick up in-store	Shared Cart	Loyalty points earned / redeemed across channels	Return products across channels	Ship from store/ endless aisle	Pricing consistency across channels	Total score
13	Build-A-Bear Workshop	0	0	1	1	1	1	2	6
13	Express	0.5	0	1	1	1	0.5	2	6
13	H&M	0	0	1	0	1	1	3	6
13	Michaels	0.75	0.75	1	1	0.5	1	1	6
13	New York & Co.	0	0.5	1	0.25	0.5	0.75	3	6
13	RH	0	0	1	1	0	1	3	6
13	Sephora	0.5	0	1	1	0.5	1	2	6
13	Shinola	0	0	1	0	1	1	3	6
13	Stein Mart	0.5	0	1	0.25	0.5	0.75	3	6
13	Target	1	0.75	1	0.25	1	1	1	6
13	Yankee Candle	0	0	1	0	1	1	3	6
14	Chico's	0.25	0	1	1	0.5	1	2	5.75
14	Columbia Sportswear	0	0	1	1	0.5	0.25	3	5.75
14	Forever 21	0	0	1	0.25	0.5	1	3	5.75
14	Francesca's	0	0	1	0.5	0.5	0.75	3	5.75
14	Lululemon Athletica	0.5	0	1	0	0.5	0.75	3	5.75
14	Timberland	0	0.25	1	0	0.5	1	3	5.75
15	Aeropostale	0	0	1	0	0.5	1	3	5.5
15	Bath & Body Works	0	0	1	1	0.5	1	2	5.5
15	Bluemercury	1	0	0	0	0.5	1	3	5.5
15	Burberry	0.5	0	1	0	0	1	3	5.5
15	Carter's	0	1	1	1	0.5	1	1	5.5
15	Fossil	0.5	0.5	1	0	0	0.5	3	5.5
15	Journeys	0.5	0	0	0	1	1	3	5.5
15	Lands' End	0	0	1	0	0.5	1	3	5.5
15	Lumber Liquidators	0.5	1	0	0.25	0	0.75	3	5.5
15	Skechers USA	0	0	0	1	0.5	1	3	5.5
15	T-Mobile	0	0	1	0	0.5	1	3	5.5
15	Victoria's Secret	0	0	1	0.25	0.5	0.75	3	5.5
16	American Eagle Outfitters	0.5	0.5	1	1	0.5	0.75	1	5.25
16	J.Jill	0	0	1	0.25	1	1	2	5.25
16	Nike	0	0	1	0.5	0	0.75	3	5.25
16	PetSmart	0.5	0.5	1	1	0.5	0.75	1	5.25
16	Tommy Bahama	0	0	1	0	0.5	0.75	3	5.25
16	Tumi	0	0	1	0	0.5	0.75	3	5.25

#1 Bloomingdale's

Bloomingdale's is part of a three-way tie for first place atop this year's rankings of the Top 100 Omnichannel Retailers. Part of Macy's Inc., Bloomingdale's is one of the country's most recognizable brands, having been in business for 146 years. Currently, the upscale department store chain operates 38 full-line stores, 17 outlet locations, and its e-commerce site (bloomingdales.com).

Receiving the top score in all seven criteria, Bloomingdale's has invested time and resources to provide its customers — frequently domestic and international tourists — with a seamless shopping experience across all of its sales channels. The brand wants to make it as easy as possible for consumers to shop for its upscale and contemporary fashion how they want to.

For example, Bloomingdale's mobile app offers multiple omnichannel features, including “Scan & Send,” which enables in-store users that can't find their size or color to scan an item to check for its availability — and then have it shipped directly to their home; the ability to purchase through the app and pick up your order in-store the same day; store guides that enhance the in-store shopping experience with event listings, directories, store hours and more; in-store push notifications that alert users to nearby items that are on sale; and a dedicated loyalty portal through which members can look up and redeem reward cards.

“Macy's is focused on providing customers with fresh experiences, and we are always looking for new ways to engage our customers in-store, online and via our mobile app,” said Hal Lawton, president of Macy's, parent company of Bloomingdale's, in a company press release announcing new in-store technology. “Our technology enhancements are practical applications that will engage our customers while also driving sales. The investments we are making behind the scenes will enable our colleagues to give our customers the best shopping experience possible.”

In addition to its app, Bloomingdale's omnichannel commitment can be seen on the company's website as well. From bloomingdales.com, customers can purchase items for pick-up in-store the same day, as well as book a complimentary appointment with a personal shopper and stylist, beauty consultant, or registry consultant.

“Our recipe for success is healthy stores, a robust e-commerce business, and a powerful mobile app,” said Jeff Gennette, chairman and CEO of Macy's Inc., in a recent earnings call. “Our customer wants a great experience anytime and anywhere she shops with us.”



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DEPARTMENT STORES

RANK	RETAILERS	TOTAL SCORE
1	Bloomingdale's	9
1	J.C. Penney	9
3	Belk	8.5
6	Macy's	7.75
7	Kohl's	7.5
8	Lord & Taylor	7.25
8	Nordstrom	7.25
9	Neiman Marcus	7
13	Stein Mart	6

#1 J.C. Penney

J.C. Penney has reason to be proud of the progress it has made in its omnichannel offerings in the past 12 months, jumping from 11th place in last year's list to a three-way tie atop the 2019 rankings. The department store chain showed the greatest improvement in pricing consistency across all channels — earning all three points for the category this year vs. just one point in 2018 — as well as adding shared cart capability (i.e., logged-in customers can add products to their cart in one channel and have them saved and available in another channel, such as from mobile to desktop). In fact, J.C. Penney received 100 percent of the available points in this year's analysis.

Integral to J.C. Penney's turnaround as a company is an improved omnichannel shopping experience for its customers. To help accomplish that, J.C. Penney is investing in technology solutions that help it to better understand its customers' behaviors. With that customer data, the retailer can deliver personalized shopping experiences that increase engagement, conversions and, ultimately, loyalty.

"We need to move faster to re-establish the fundamentals of retail, build capabilities focused on satisfying our customers' wants and needs, and ensure that our digital and store operations operate seamlessly to provide an experience that wins with customers," said J.C. Penney CEO Jill Soltau in a press release announcing the company's 2018 fiscal earnings.

Examples of J.C. Penney's digital and store operations teams working seamlessly together include a buy online, pick up in-store program; cross-channel returns (e.g., online orders brought back to a store), which necessitate synced inventory; and the fulfillment of online orders from its stores for last-mile delivery.

In addition, J.C. Penney is bringing its digital properties into its physical stores. The retailer has made its website, jcp.com, available at nearly all of its in-store point-of-sale terminals, allowing associates to check merchandise availability in all J.C. Penney stores, as well as place orders on the spot.



KENA BETANCUR/GETTY IMAGES

#1 Lids

For the second consecutive year, Lids, a retailer of licensed sports apparel, has tied for the top ranking in Total Retail's Top 100 Omnichannel Retailers report. Lids received the maximum number of points across the seven criteria, improving upon its performance from last year in cross-channel product returns. (In December 2018, Genesco Inc. sold Lids to Ames Watson Capital LLC, a private equity firm that also owns and operates licensed sports apparel retailer Fanzz.) In addition to its LIDS retail headwear stores, the company operates the Locker Room by LIDS specialty fan retail chain.

Lids' highly successful loyalty program, Access Pass, has proven to be an effective driver of omnichannel shopping behavior. The program, which offers members special discounts, birthday gifts, and early notifications on limited-edition and special offers, is structured so that customers can earn rewards points for purchases both in-store and online. The Access Pass program comprises a higher-than-company-average of omnichannel shoppers, who have proven to be the most valuable to Lids.

As part of its efforts to engage customers across multiple channels, Lids has launched a #LidsLoyal Instagram campaign. The retailer has invited its customers to share on Instagram their favorite photos of themselves wearing Lids merchandise, tagging the post with the hashtag #LidsLoyal. Each week, Lids chooses a fan photo to feature on the company's Instagram feed. And, of course, the products featured in the posts are linked to for those interested in purchasing.



APPAREL AND ACCESSORIES

RANK	RETAILERS	TOTAL SCORE
1	Lids	9
3	Lane Bryant	8.5
5	Zumiez	8
5	Zara	8
5	Men's Wearhouse	8
5	Abercrombie & Fitch	8
6	Talbots	7.75
7	The Children's Place	7.5
7	L.L. Bean	7.5
7	Guess	7.5
7	Coach	7.5
8	Urban Outfitters	7.25
8	J. Crew	7.25
8	Ann Taylor	7.25
9	Vineyard Vines	7
9	Eddie Bauer	7
9	Brooks Brothers	7
11	Vera Bradley	6.5
11	Tommy Hilfiger	6.5
11	PacSun	6.5
11	Michael Kors	6.5
11	Kate Spade & Co.	6.5
11	JoS. A. Bank	6.5
12	Destination Maternity	6.25
13	Shinola	6
13	New York & Co.	6
13	H&M	6
13	Express	6
14	Lululemon Athletica	5.75
14	Francesca's	5.75
14	Forever 21	5.75
14	Columbia Sportswear	5.75
14	Chico's	5.75
15	Victoria's Secret	5.5
15	Lands' End	5.5
15	Fossil	5.5
15	Carter's	5.5
15	Burberry	5.5
15	Aeropostale	5.5
16	Under Armour	5.25
16	Tommy Bahama	5.25
16	J. Jill	5.25
16	American Eagle Outfitters	5.25



FOOTWEAR

RANK	RETAILERS	TOTAL SCORE
2	Designer Brands	8.75
3	UGG	8.5
7	Aldo	7.5
9	Steve Madden	7
10	Foot Locker	6.75
11	Adidas	6.5
11	The Finish Line	6.5
15	Journeys	5.5
15	Skechers USA	5.5
16	Nike	5.25

JUSTIN SULLIVAN / GETTY IMAGES

#2 Designer Brands

Coming in second place in the 2019 ranking of the Top 100 Omnichannel Retailers is Designer Brands, formerly DSW. Designer Brands is a footwear and accessories designer, producer and retailer that operates a portfolio of retail concepts in 1,000 locations under the DSW, The Shoe Company, and Shoe Warehouse banners. Designer Brands also designs and produces footwear and accessories through Camuto Group, a manufacturer selling in more than 5,400 retail doors worldwide.

Designer Brands received the top possible score across six of the seven criteria: buy online, pick up in-store; search in-store products online; shared cart; loyalty points able to be earned and redeemed across channels; ship from store/endless aisle; and pricing consistency across channels.

What's the secret to Designer Brands' omnichannel success? Simply put, a continual focus on it. Designer Brands has invested heavily in omnichannel technology over the past few years to make shopping as frictionless as possible. As noted above, the company offers the ability to pick up online orders in stores, reserve product online for it to be tried on in-store, and view stock availability before visiting a store.

Designer Brands' focus on omnichannel is integral to its strategic long-term goals as it rebrands. "With DSW's world-class omnichannel capabilities and loyal customer base, combined with Camuto Group's leading design and sourcing capabilities and The Shoe Company's powerful last-mile solution, Designer Brands has a strong platform to grow and lead the footwear market," said Roger Rawlins, CEO, Designer Brands, in a press release announcing the company's strategic priorities, financial goals and name change.

The successful relaunch of Designer Brands' loyalty program in 2018 — which was based on customer feedback and data — is further proof of its omnichannel commitment. The program, DSW VIP, now includes the ability for users to earn points by donating shoes; earn more rewards more often; and receive free shipping on any purchase.

"DSW has been an innovative leader in loyalty since we launched our first rewards program 20 years ago, and since then our 25 million members have enjoyed great perks," said DSW Chief Operating Officer Michele Love, in a company press release. "The new DSW VIP program continues this legacy by offering members compelling benefits and emotional experiences when they shop for shoes."





FURNITURE AND HOME DECOR

RANK	RETAILERS	TOTAL SCORE
5	The Container Store	8
5	Crate and Barrel	8
7	Bed Bath & Beyond	7.5
9	Williams-Sonoma	7
11	Pier 1 Imports	6.5
12	Sur La Table	6.25
13	RH	6
13	Yankee Candle	6

#3 Belk

Belk, the department store chain founded in 1888, is based in Charlotte, N.C. with 300 stores in 16 Southern states and an online presence. The company climbed to the No. 3 spot in this year's omnichannel rankings, receiving the top possible score across six of the seven criteria: buy online, pick up in-store; shared cart; ability to earn and redeem loyalty points across channels; ability to return products across channels; ship from store/endless aisle; and pricing consistency across channels.

HOME IMPROVEMENT

RANK	RETAILERS	TOTAL SCORE
5	The Home Depot	8
7	Tractor Supply Co.	7.5
8	Lowe's	7.25
15	Lumber Liquidators	5.5

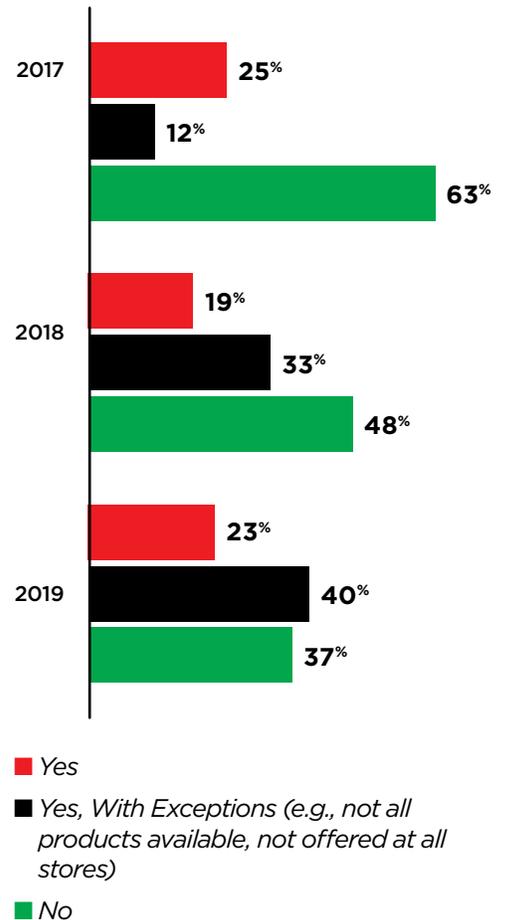
“Omnichannel is key in creating a seamless customer experience,” says Jacob Hawkins, senior vice president, e-commerce at Belk. “As the internet continues to impact nearly everything we do, Belk understands the importance of connecting the digital and store experience to provide a seamless experience for our customers, however they choose to shop. At Belk, we’re empowering customers to personalize their shopping experience whether it’s on a desktop, mobile device, over the phone or in our stores.”

Belk has worked in recent years to digitally transform its business, including investing in technology solutions that have enabled it to give its customers frictionless omnichannel shopping experiences. For example, Belk’s analytics solution can forecast with greater certainty how much merchandise will be sold and when a product will be out of stock, allowing future orders and allocations to be adjusted based on demand rather than gross sales alone. This inventory management capability has resulted in improved customer satisfaction — less out-of-stocks — and increased profitability for Belk.

A key component to Belk’s omnichannel success is its buy online, pick up in-store (BOPIS) program. Belk explains that BOPIS offers “a quick way to shop online before receiving the best customer service in-store.” There are no restrictions to use the service — consumers simply select a nearby store on Belk.com, shop online, and then check out. When they’re done “the store associate will tackle your order and send an email when the order is ready to be picked up.” On its website, Belk promotes the opportunity for consumers to purchase complementary products once in-store to pick up their online order (and drive incremental sales for the retailer).

“As a leading retailer, we know consumer behavior is constantly evolving,” Hawkins notes. “Over the past two years, we’ve invested \$60 million in technology to support omnichannel growth, with continued planned investments of \$20 million in the 2020 fiscal year. These major investments included new point of sale; e-commerce and mobile platforms; and expansion of BOPIS, store fulfillment, and direct-from-vendor capabilities. At the end of the day, our goal is to make buying that favorite outfit as seamless and enjoyable as possible so that we’re able to build brand loyalty with existing customers and attract new customers.”

In-Store Pickup



#3 Champs Sports

Part of a four-way tie in the 2019 Top 100 Omnichannel Retailers report is Champs Sports, the chain of retail sports stores that operates as a subsidiary of Foot Locker.

Champs Sports received the top possible score across six of the seven criteria evaluated for this year's rankings: buy online, pick up in-store; shared cart; ability to earn and redeem loyalty points across channels; ability to return products across channels; ship from store/endless aisle; and pricing consistency across channels.

Champs Sports' focus on omnichannel execution is clearly an extension of its parent company, Foot Locker. In 2014, Foot Locker was the first in the athletic footwear and apparel category to give online shoppers the option to have their purchases delivered same-day. The service was made possible through a partnership with Deliv, a crowdsourced delivery service. In addition, Foot Locker's in-store shoppers could have their purchases delivered to a local destination of their choice (e.g., their homes).

According to a company press release, Foot Locker recognizes the need for speed and convenience in delivery of purchased items, whether that be in-store or online. Giving its customers flexibility for both the purchase and fulfillment of their orders has become a differentiating factor for the company.

Following a successful pilot program with Deliv, Foot Locker has rolled out the service to its other brands, including Lady Foot Locker, Kids Foot Locker, Champs Sports and Footaction.

SPORTING GOODS

RANK	RETAILERS	TOTAL SCORE
3	Champs Sports	8.5
7	Bass Pro Shops	7.5
10	Dick's Sporting Goods	6.75
12	Cabela's	6.25

BEAUTY & COSMETICS

RANK	RETAILERS	TOTAL SCORE
10	Ulta	6.75
13	Sephora	6
15	Bluemercury	5.5



JEFF SCHWARZ / GETTY IMAGES

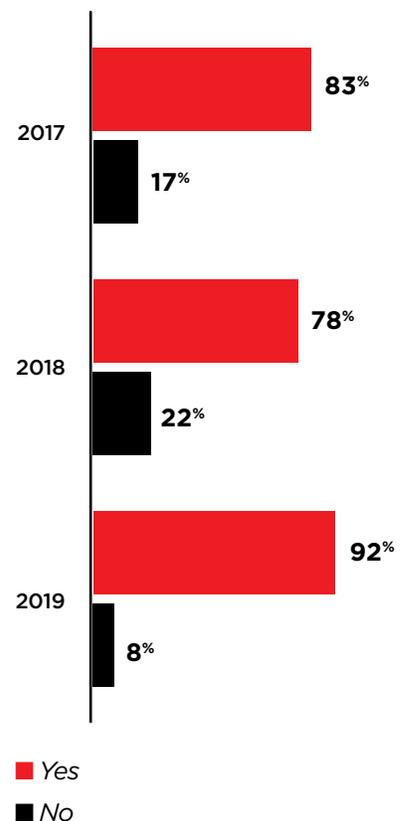


#3 Lane Bryant

Lane Bryant, part of Ascena Retail Group Inc., tied for third place on the 2019 Top 100 Omnichannel Retailers list. The plus-size women's apparel retailer earned the highest score possible in six of the seven criteria evaluated. Appearing on the list for the first time and earning such a high ranking is a testament to Lane Bryant's commitment to omnichannel. Just some of the brand's omnichannel programs include buy online, pick up in-store; member rewards; shared cart (mobile to desktop, and vice versa); and ship from store and endless aisle.

Lane Bryant shines in its mobile engagement with customers. In fact, Lane Bryant developed an omnichannel mobile marketing campaign that was recognized with two gold awards at the 2018 Mobile Marketing Association (MMA) North America Regional Smarties event. The personalized, multichannel campaign focused on each customer's preferences, because "for us client preference is queen; we're constantly growing and evolving to serve her," says Lane Bryant Chief Marketing Officer Susan Rodgers.

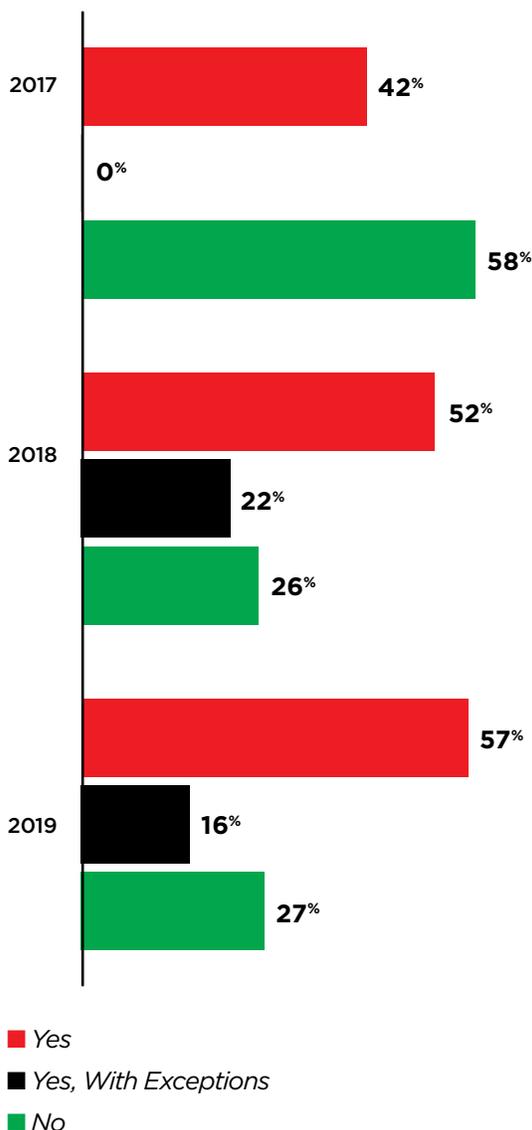
Shared Cart



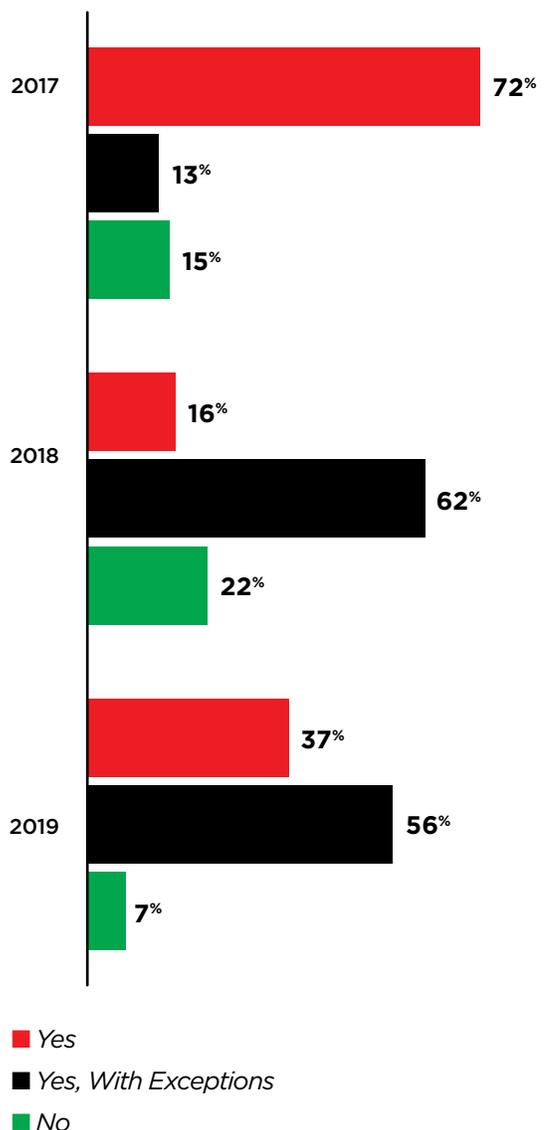
Lane Bryant focuses on being customer-centric in its omnichannel initiatives, which was evident during the launch of its new brand initiative, #CreateYourLane. The concept was “totally inspired by our client,” says Rodgers. “We took a staged approach to launching the mantra: first concepting the creative, testing it with customers that shop across all of our channels, teasing the launch to our associates (in both the corporate office and in the field), and then ultimately launching our new branding, look and feel cross-platform.”

Rodgers shares that Lane Bryant plans to continue improving upon its customers’ omnichannel shopping experiences going forward by “constantly reviewing customer feedback and implementing that feedback into actionable items and ideas that improve the shopping experience for her. We look at her shopping experience from all different angles — from how she shops in-store to the device she accesses our website from. Her experience is always top of mind for us and it fuels our relentless passion in the journey to be the best experience for her every day.”

Cross-Channel Loyalty Points



Cross-Channel Returns





EUGENE GOLOGURSKY / GETTY IMAGES

#3 UGG

UGG, part of the Deckers Brands family, finished in the top three of the rankings for the third consecutive year (UGG tied for the No. 1 position in both 2017 and 2018). The footwear brand received perfect scores in six of the seven categories assessed. UGG's sole blemish was in the ability for consumers to search in-store products from its website, with UGG offering visitors the option to search store stock by item, but not by category. UGG received the second highest score among all footwear brands ranked in the report, topped only by Designer Brands, which ranks No. 2 overall.

Deckers Brands has continued to invest in omnichannel capabilities across its organization, with a specific focus on product content management. The ugg.com site was the first of Deckers' brand websites to launch on a new content management platform. According to a company press release, "Deckers will use the solution as a centralized content management and experience orchestration engine, allowing it to reuse content more efficiently across brands and regions, decrease time to market for personalized shoppable content experiences, and empower marketers to rapidly respond to ever-changing customer demands."

The UGG Rewards loyalty program is one of the brand's biggest differentiators, allowing customers to earn points on more than just purchases. Actions on ugg.com such as social sharing, adding items to a wish list, and writing a product review earn customers one point each, while completing a full customer profile earns customers three points immediately. With one purchase and 10 UGG points, customers earn a \$20 UGG Rewards certificate towards their next purchase.

UGG is well-positioned to continue offering frictionless and omnichannel customer journeys with its attention to personalized shopping experiences; loyalty offerings; and buy online, pick up in-store options.

METHODOLOGY

All of the research was compiled in the first quarter of 2019. The scoring breakdown is as follows:

Buy online, pick up in-store

- **1 point:** can buy online, pick up in-store and has ship-to-store (at all company stores)
- **0.75 points:** available for most items at most stores, but doesn't necessarily ship to store
- **0.5 points:** only in-stock items (no ship-to-store)
- **v 0.25 points:** only certain items when in stock (doesn't allow for some items that may also be in stock, and not at all store locations)
- **0 points:** cannot buy online, pick up in-store

Search in-store products online

- **1 point:** can search/filter by store stock by product category and item
- **0.75 points:** some product categories can be searched, others can be searched only by item
- **0.5 points:** can search by store stock by item, not by category
- **0.25 point:** can search by store stock by item only for certain items
- **0 points:** cannot search for in-store products online

Shared cart

- **1 point:** fully functional shared cart between desktop and mobile
- **0.5 points:** glitches/has errors, but works eventually
- **0 points:** mutually exclusive cart or errors without resolution

Loyalty points earned and redeemed across channels

- **1 point:** can be earned and redeemed both in-store and online
- **0.75 points:** can be earned across both channels but only redeemed in one, or can be redeemed across both channels but only earned in one

- **0.5 points:** can only be earned and redeemed in one channel
- **0.25 points:** only credit card rewards program
- **0 points:** no loyalty program

Return products across channels

- **1 point:** any item can be returned via mail or in-store regardless of purchase source
- **0.5 point:** online items can go back via mail or in-store, in-store purchases must be returned in-store
- **0 points:** all items must be returned in the channel in which they were purchased

Ship from store/endless aisle

- **1 point:** Customers can order products from kiosks in-store or a store associate will help them place an online order if the product isn't available in-store. All products are available for order.
- **0.75 points:** Customers can order products from kiosks in-store or a store associate will help them place an online order if the product isn't available in-store. Select products are available for order.
- **0.5 points:** Customers are given one option to order online products in-store (store associate or kiosk). All products are available for order.
- **0.25 points:** Customers are given one option to order online products in-store (store associate or kiosk). Select products are available for order.
- **0 points:** Endless aisle capability is not made available.

Consistent pricing across all channels

- **3 points:** prices for all three items checked matches in-store and online
- **2 points:** prices for two of the three items checked matches in-store and online
- **1 point:** prices for one of the three items checked matches in-store and online
- **0 points:** none of the prices for the three items checked match in-store and online

WHO WE ARE

TotalRetail

Total Retail is the go-to source for retail executives looking for the latest news and analysis on the retail industry. Featuring a daily e-newsletter (Total Retail Report), robust website, virtual and live events, comprehensive research reports, podcast channel, and more, Total Retail offers retail executives the information they need to do their jobs more effectively and grow their professional careers. Visit myTotalRetail.com.



Radial Inc., a bpost group company, is the leader in omnichannel commerce technology and operations, enabling brands and retailers to profitably exceed retail customer expectations. Radial's technical, powerful omnichannel solutions connect supply and demand through efficient fulfillment and transportation options, intelligent fraud detection, payments, and tax systems, and personalized customer care services. Hundreds of retailers and brands confidently partner with Radial to simplify their post-click commerce and improve their customer experiences. Radial brings flexibility and scalability to their supply chains and optimizes how, when and where orders go from desire to delivery.

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Hibbett Sports Partnered with Radial to Support Its New Omnichannel Strategy

The Challenge

In 2017, Hibbett was a leading athletic-inspired fashion retailer, having evolved from a family-owned business to a public company earning approximately \$1B in annual revenue. Despite its growth, Hibbett remained true to its core: providing small-town customers a high-quality experience in its 1000 stores.

Change was on the horizon, as Hibbett realized its customers were increasingly turning to digital channels.

Hibbett began planning its first-ever online shop, but the retailer quickly realized it lacked critical expertise, having never sold goods online or provided customer support outside its stores.

To manage its transformation into an online giant, Hibbett sought guidance and expertise to make its technological and operational evolution a success.

The Solution

Hibbett partnered with Radial to provide the expertise and scale necessary for its new omnichannel offering. Hibbett chose Radial's technology solutions to facilitate:

- Order Management—Routing orders between its distribution center and stores in 35 states
- Dropship—Expanding its product assortment
- Payments, Tax & Fraud Protection—Maximizing approval rates while eliminating fraud liability

Having never operated a Customer Care center, Hibbett also engaged Radial to service a range of channels and enable self-service and IVR options, which ensured agents managed the most critical contacts.

By partnering with Radial, Hibbett retained focus on its core strategic activities, namely: providing an excellent experience to an even broader range of customers.

The Impact

Hibbett's online success occurred early and at a remarkable scale. While most brands launching ecommerce see below 2% of revenue from online sales in the first year, Hibbett saw -

- 5% of revenues generated online in the first 90 days and 7%-8% of total revenue the proceeding quarters
- 3-year online revenue target met by end of Year 1
- Stock price more than doubled during Year 1
- Inventory integration across its DC and 1000+ stores
- Access to the most updated Order Management technology, utilizing Radial's free enhancements
- Customer service capabilities to meet increasing contact volumes, including 100K+ calls in 2018