Google's Omnichannel Customer Experience Review

Creating seamless retail experiences

Businesses that succeed in the future will be the ones that figure out how to meet consumer expectations for seamless omnichannel experiences.
To help businesses understand the best examples of these types of experiences, Google partnered with Practicology to review 145 retailers across seven European countries. Here we summarise the findings for the Netherlands, where we reviewed 20 retailers.
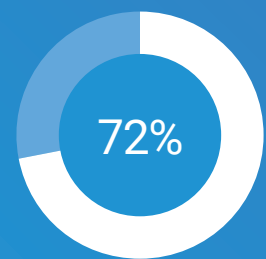
1 SEAMLESS CUSTOMER EXPERIENCES ARE CRITICAL

82%
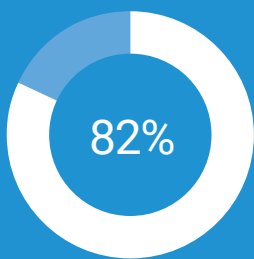
82% of smartphone users consult their phone on purchases they are about to make in-store[1]
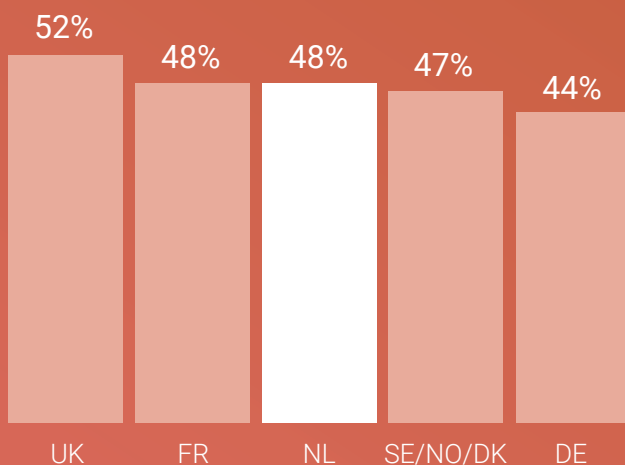
60%
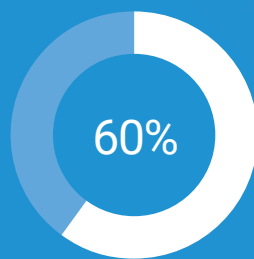
6 in 10 internet users check whether a product is available in a local store before visiting a retail location[2]

72%

72% of businesses name improving customer experience their top priority[3]
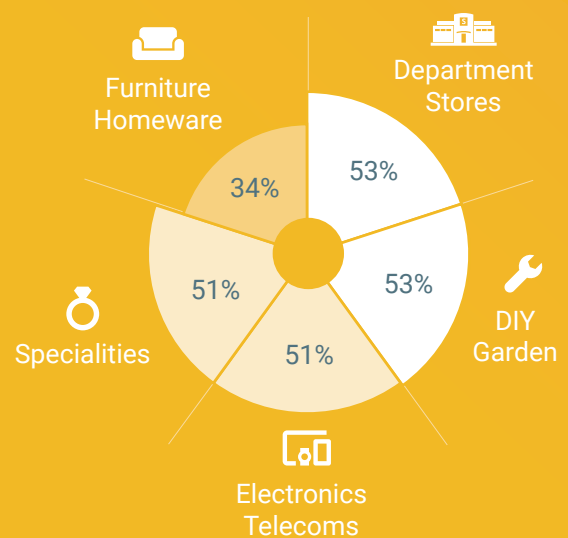
2 EUROPEAN RESULTS

Average omnichannel CX score - by country (% of CX principles and criteria passed)

52%	48%	48%	47%	44%
UK	FR	NL	SE/NO/DK	DE

The UK is top of the list, with retailers scoring particularly well in terms of offering flexible fulfillment options and providing relevant store details on their website.

3 RETAIL PERFORMANCE BY VERTICAL

Average omnichannel CX score in the Netherlands - by retail category (% of CX principles and criteria passed)

Furniture Homeware — 34%

Department Stores — 53%

Specialities — 51%
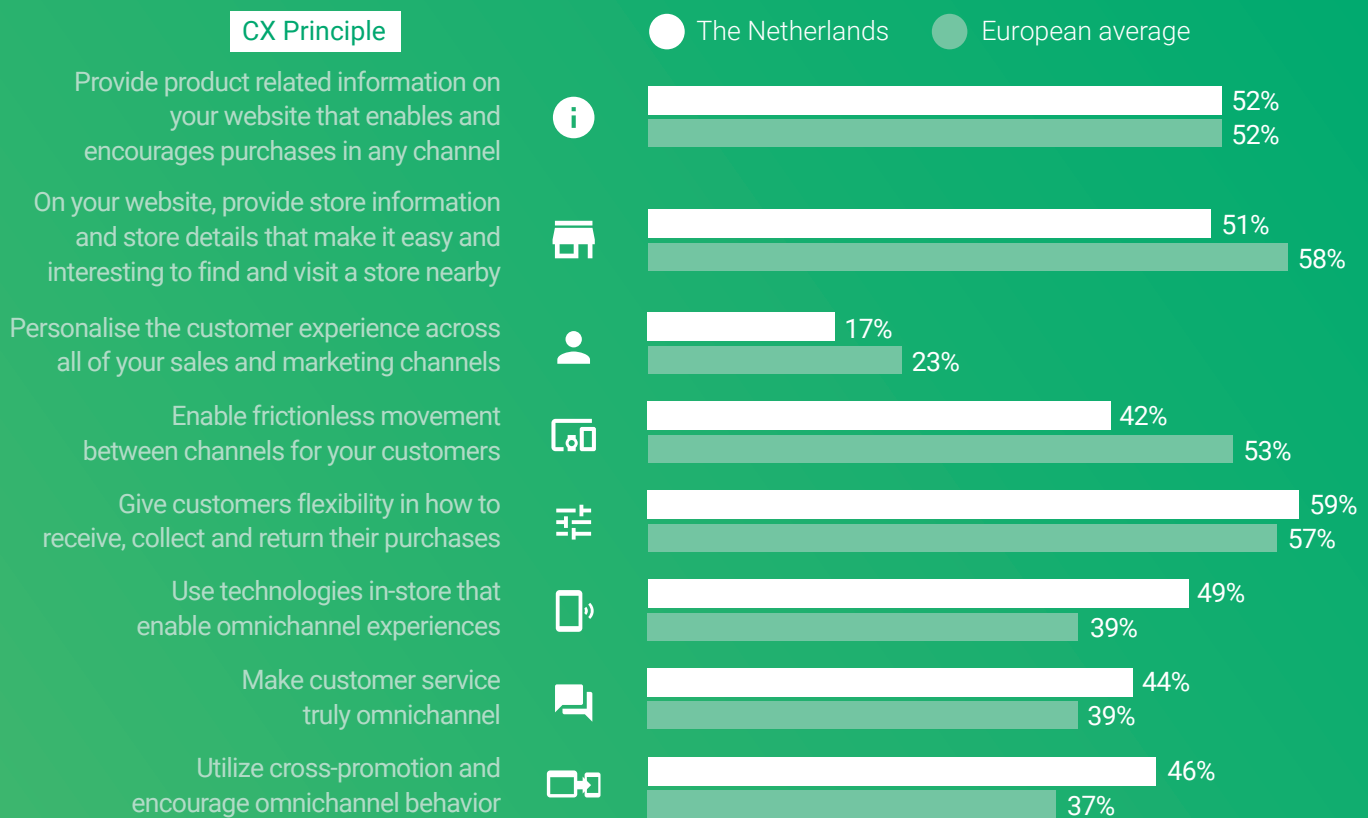
DIY Garden — 53%

Electronics Telecoms — 51%

Furniture and Homeware retailers can improve customer experiences by making better use of technology in-store, offering more flexible fulfilment options and creating more personalised experiences.
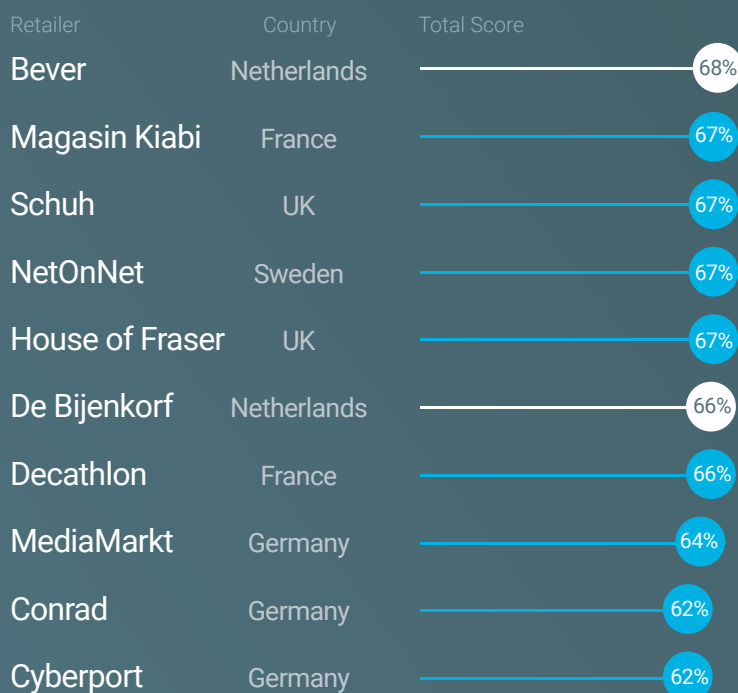
4 PERFORMANCE BY CX PRINCIPLE

Dutch retailers make better use of cross channel promotion and in-store technology than the average European retailer. Making it easier for customers to actually move between channels should be top of the Dutch retail agenda in 2018.

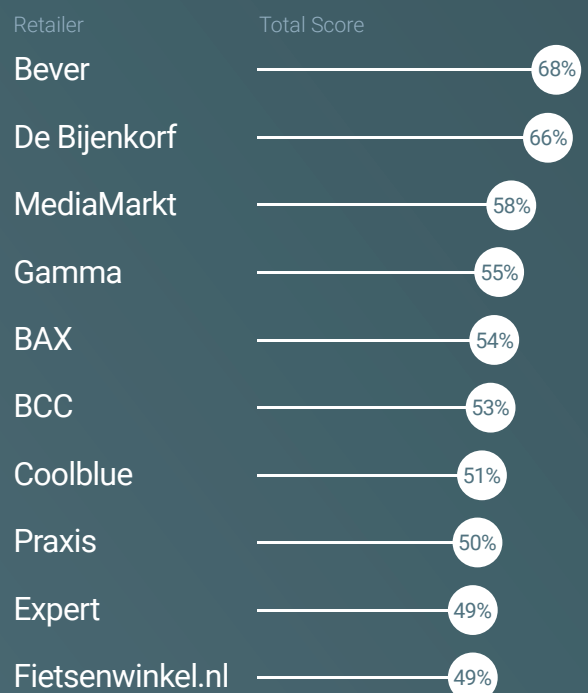Omnichannel CX score - by principle (% of CX criteria passed)

| CX Principle | | ● The Netherlands | ● European average |

CX Principle	The Netherlands	European average
Provide product related information on your website that enables and encourages purchases in any channel	52%	52%
On your website, provide store information and store details that make it easy and interesting to find and visit a store nearby	51%	58%
Personalise the customer experience across all of your sales and marketing channels	17%	23%
Enable frictionless movement between channels for your customers	42%	53%
Give customers flexibility in how to receive, collect and return their purchases	59%	57%
Use technologies in-store that enable omnichannel experiences	49%	39%
Make customer service truly omnichannel	44%	39%
Utilize cross-promotion and encourage omnichannel behavior	46%	37%

5 OMNICHANNEL CUSTOMER EXPERIENCE: EUROPEAN AND DUTCH TOP 10

Omnichannel Customer Experience: **European Top 10**
(% of CX principles and criteria passed)

Retailer	Country	Total Score
Bever	Netherlands	68%
Magasin Kiabi	France	67%
Schuh	UK	67%
NetOnNet	Sweden	67%
House of Fraser	UK	67%
De Bijenkorf	Netherlands	66%
Decathlon	France	66%
MediaMarkt	Germany	64%
Conrad	Germany	62%
Cyberport	Germany	62%

Omnichannel Customer Experience: **Dutch Top 10**
(% of CX principles and criteria passed)

Retailer	Total Score
Bever	68%
De Bijenkorf	66%
MediaMarkt	58%
Gamma	55%
BAX	54%
BCC	53%
Coolblue	51%
Praxis	50%
Expert	49%
Fietsenwinkel.nl	49%

Bever (NL) offered the best omnichannel customer experience out of all the retailers we reviewed.

Just behind Bever, De Bijenkorf claimed second place in the Netherlands, well before MediaMarkt.

ℹ Product Information

Highest scores in Europe		Highest Scores in the Netherlands	
Leroy Merlin (FR)	100%	BAX	83%
NetOnNet (SE)	100%	Praxis	83%
Power (NO)	100%	MediaMarkt	83%

Case study: LEROY MERLIN (FR)

Leroy Merlin provides customers with all the product related information they need.
- Product availability online and in-store precisely indicated on product pages.
- Lists of products can be filtered based on availability in a specific store.
- All possible fulfilment options clearly listed on product pages.

🏬 Store Details

Highest scores in Europe		Highest Scores in the Netherlands	
Sephora (FR)	83%	Praxis	83%
Specsavers (UK)	83%	Fietsenwinkel.nl	75%
Mio (SE)	83%	MediaMarkt	67%

Case study: SEPHORA (FR)

Sephora makes finding store information quick and easy.
- Mobile optimized store locator that utilizes a user's geo-location.
- Relevant information like opening hours and contact details clearly listed.
- Allows users to filter results based on services offered in-store and book appointments.

👤 Personalisation

Highest scores in Europe		Highest Scores in the Netherlands
Adidas (DE)	83%	No retailer scored above 50% in the Netherlands
Adidas (UK)	67%	
G-Sport (NO)	67%	

Case study: ADIDAS (DE)

Adidas personalises the customer experience across channels.
- Customers can set personal style and sports preferences within their account and select their local store.
- Website content and product recommendations update based on browsing and on-site shopping behavior.
- Adidas sends customers a 'happy birthday' email with a special and personal birthday offer.

🖥 Frictionless movement between channels

Highest scores in Europe		Highest Scores in the Netherlands	
Leroy Merlin (FR)	100%	Kruidvat	88%
NetOnNet (SE)	100%	De Bijenkorf	75%
Power (NO)	100%	Bax	75%

Case study: NETONNET (SE)

NetOnNet enables frictionless movement between channels.
- Wish-lists and shopping baskets are synced to a customer's account and immediately available across devices.
- Gift cards can be bought and redeemed both online and offline and card balance can easily be checked and increased.
- NetOnNet's loyalty program allows members to claim offers in-store and online.

⚙ Flexible Fulfillment

Highest scores in Europe		Highest Scores in the Netherlands	
PC World (UK)	94%	BCC	88%
Schuh (UK)	88%	Bax	81%
BCC (SE)	88%	De Bijenkorf	75%

Case study: PC WORLD (UK)

PC World (UK) received the highest score in Europe for offering Flexible Fulfillment options.
- Customers can choose between click-and-collect and reserve-and-collect. Products bought online can also be returned in-store.
- Next day delivery is available for customers to choose. Standard delivery is free for all orders.
- Staff can place orders online for customers for home delivery and check stock at other stores.

📱 In-store Technologies

Highest scores in Europe		Highest Scores in the Netherlands	
Nike (UK)	100%	Bever	100%
Bever (NL)	100%	De Bijenkorf	88%
Magasin Kiabi (FR)	100%	Futurumshop	88%
Ikea (FR)	100%		

Case study: DECATHLON (FR)

Decathlon makes use of in-store technologies to offer an omnichannel customer experience.
- NFC technology used at kiosks and fitting rooms: customers can view product details and reviews, variations, related products and order products online.
- Free wifi offered in-store and used to promote offers. App can be used to discover additional product details (via NFC / Barcodes).
- Products ordered via click-and-collect can be collected quickly from click-and-collect lockers.

💬 Omnichannel Customer Service

Highest scores in Europe		Highest Scores in the Netherlands	
Bever (NL)	100%	Bever	100%
Schuh (UK)	100%	Coolblue	67%
Jula (SE)	100%	Expert	67%
Bauhaus (DK)	100%		

Case study: BEVER (NL)

Bever is the top ranking retailer in our study of 145 retailers.

- Bever offers multiple ways to get in touch, catering to different customer preferences.
- Live chat is available on all pages of the mobile website to quickly answer customer questions.
- Bever provides quick and accurate answers to questions about their stores via email, live chat and phone.

Cross-Promotion

Highest scores in Europe		Highest Scores in the Netherlands	
Globetrotter (DE)	88%	Bever	75%
Boulanger (FR)	88%	De Bijenkorf	75%
Smyths Toys (UK)	75%	Praxis	63%

Case study: BOULANGER (FR)

Boulanger actively uses cross-channel promotions.

- Email newsletters contain store specific promotions, like new store openings, special opening hours, and in-store events.
- Store detail pages include news specific to each store and customers can book a consultation meeting in-store.
- Online shop and store specific social media channels are actively promoted in-store.

7 NEXT STEPS

Are you spending enough time thinking about the experience your customers have with your brand?
To optimise the omnichannel experience for your customers:

CONDUCT AN OMNICHANNEL CUSTOMER EXPERIENCE REVIEW

- Assess your current customer experience, by using Google & Practicology's set of 8 omnichannel customer experience principles or engage a CX consultancy.
- Identify customer pain points and prioritise areas for improvement.

START IMPROVING CUSTOMER EXPERIENCES

- Most urgent changes often concern the digital channel, where the customer can get a much more customised experience.
- Review Google's omnichannel solutions available to you today that help create demand and drive omnichannel revenue.

METHODOLOGY

Google commissioned in-depth reviews of the omnichannel customer experience offered by 145 retailers in seven European countries to help businesses understand the best examples of seamless experiences across channels. We then benchmarked and ranked the retailers.

To generate an independent list of retailers to be reviewed, Google used SimilarWeb's publicly available data to identify the top retailers within the Shopping category in each country (UK, Germany, France, The Netherlands, Denmark, Norway and Sweden) based on website traffic volume. That list was then filtered to only include retailers that have physical stores.

Google commissioned Practicology, recognised experts in omnichannel customer experience and omnichannel strategy, to independently review and benchmark retailers.

[1] https://www.thinkwithgoogle.com/marketing-resources/micro-moments/consumer-i-want-to-buy-micro-moments/
[2] https://www.thinkwithgoogle.com/data-gallery/detail/comparison-shopping-on-mobile-which-ones-best-moments/
[3] https://www.forrester.com/72+Of+Businesses+Name+Improving+Customer+Experience+Their+Top+Priority/-/E-PRE9109

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