



## Omni-Channel Award

### Description:

The Omni-Channel Award recognizes retailers who trade across a combination of channels including bricks and mortar, online, mobile and more. The entry must demonstrate an outstanding experience across all modalities to grow sales and profits, improve customer service, enhance brand and foster new opportunities for growth.

### Content Requirements for Case Study:

#### Introduction (100 Words)

*Please include the following in your response:*

- Name of retailer
- Name of the omni-channel initiative, including website address, mobile application etc.
- Name of e-commerce design agency (if applicable)
- Summary of omni-channel initiative

#### Needs and Objectives (300-500 Words) - 20%

*Please include the following in your response:*

- The needs of the initiative
- A complete description of the initiatives target market
- The objective or purpose of the initiative

#### Program Details & Results (600-1000 Words) - 70%

*Please include the following in your response:*

- Outline the details of the initiative from concept to completion
- Explain how the initiative offers customers ease of preferred shopping modalities, effortless purchasing, picking up and/or returning purchases via all platforms, simple navigation, product selection and information, purchase options, security of purchase, e-mail follow-up/order tracking, speed of delivery or in store pick up, cross platform compatibility, search engine optimization and quality customer service. Describe how this was evaluated and the resulting outcome.
- Demonstrate how the initiative applies best-of-breed traditional merchandising and operations principles to the in store and online environment while consistently exceeding its customers' expectations through a reliable and efficient back-end delivery and customer service system. Explain the associated results.
- Outline how the initiative provides the consumer with an outstanding multi-platform experience and creates a seamless cross-channel (e.g. online to bricks-and-mortar stores) shopping experience.
- Explain the collaboration of both internal and external stakeholders. Describe the impact the initiative had on all stakeholders (e.g. internal team collaboration, improved supplier relations).
- Describe the resources, budget and timelines assigned to the initiative. Explain how these resources were effectively used, budget targets maintained and timelines achieved.



- Discuss the success of the initiative including applicable measurements: in store traffic, click through rates, referrals, sales, repeat visits, unique visitors, customer satisfaction rates, willingness to recommend scores, repeat visits and conversions (when transactional).
- Discuss any additional elements that you would like to highlight about the initiative

**Supporting Evidence: Judged- 10%**

Provide creative examples and include a description.

**Formatting Requirements for Case Study:**

1. Title Page  
(Must include Award Category, Name of Company and Title of Submission)
2. Table of Contents
3. Content Pages
  - Introduction
  - Needs and Objectives
  - Program Details & Results
4. Appendices (if applicable) and Supporting Evidence with description