

# Omnichannel Self Assessment Tool

| Area of Focus                               | Best Practice  | Score card |
|---|--|------------|
| <b>Corporate Strategy</b>                   | Corporate strategy is developed and includes cross channel as a priority. The Senior Leadership Team understands their role across channels and by function.   |            |
| <b>Digital Strategy</b>                     | Healthy Ecommerce Business with a “Best in Class” customer experience. Product assortment, pricing and promotional strategy, and customer acquisition and retention plan considers all channels. Mobile and digital store enablement plan supports strategy.   |            |
| <b>Stores</b>                               | Selling model is well defined to include accommodations for cross channel. Sales associates are advocates. Tools and training are in place to support channel convergence.   |            |
| <b>Analytical/ Customer Centric Culture</b> | <ul style="list-style-type: none"> <li>• Company is grounded in customer data with a single customer view.</li> <li>• Customer messaging is coordinated, targeted, and relevant for best ROI .</li> <li>• Channel media attribution supports budget, cost efficiencies, and coordinated messaging.</li> <li>• Channel planning is coordinated across functional teams with internal and external insights which support differentiation and positioning.</li> <li>• Priorities are developed through business justification of customer satisfaction and ROI.</li> </ul> |            |
| <b>Organization Design</b>                  | Design supports strategy in structure, process, and success metrics/compensation. Channels and resources have a history of collaboration and working cross functionally  |            |
| <b>Operations</b>                           | Customer care is aggregated with visibility and tools to assist people and product across channels. Business delivers the products our customers want, when and where they want them.  |            |
| <b>Technology Infrastructure</b>            | Customer experience is supported by a holistic enterprise platform. Capital needs are anticipated through the development of a 3-5 year Omnichannel roadmap.   |            |

## Legend



Strong



Weak

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