Omnichannel

Build interest and convert every sale with Flooid

Flooid Digital's Omnichannel solution simplifies the integration process and orchestrates complex data routing and gateways with ease. With the streamlined IT administration and integration that Flooid Digital naturally provides, you will be able to react quickly to market changes while maintaining a lower cost of ownership.

In a complex, multi-channel world, it is imperative to integrate every touchpoint so that your organization can offer consumers what they need, at the moment they need it, and then let them pay the way they prefer. Flooid's architectural strength and best-of-breed partnerships give you the flexibility of choice, deep functional expertise, and the agility you need to grow your digital strategies.

With Flooid you can:

- Leverage a retail commerce platform as the underlying technology to integrate with a feature-rich Order Management System or eCommerce provider
- Deploy omnichannel functionality on mainline, mobile or mixed point-of-service
- Respect your customers' shopping habits and preferences by offering a convenient way to transact across channels
- Ensure the basket follows the customer at all times
- Measure return on investment for omnichannel key performance indicators such as buy online or pick up in-store; omnichannel returns, endless aisle, save the sale in-store, and drive digital behaviour across customer and colleague

flooid

> **"Flooid's unified commerce approach is to integrate with best-of-breed eCommerce and order management partners. With Flooid you can provide omnichannel and emerging channel consistency, and ensure the store is your digital hub of the future."**

A true omnichannel experience for customers and colleagues

Enable store associates to save-the-sale to increase your bottom line. Assist customers to buy products that are out of range or not in stock. Win on convenience by shipping directly. Whether it's a quick purchase or a more complex availability issue, Endless Aisle will help you secure the sale swiftly and seamlessly, while respecting single view of order and optimized fulfilment pathways by working alongside your Order Management System or eCommerce provider.

Brick & mortar – the digital hub of the future

Stores are not going away anytime soon. Instead retailers should focus on making their brick & mortar destinations experience hubs; surprising customers and delivering on brand consistency. Merge online offerings with in-store demands and you'll breathe new life into your entire operation. Drive pick up in-store, add purchases by pushing personalized content into the store; and allow a single transaction for both collection and an additional in store purchase.

Single seamless transaction across channels

An API-driven architecture enables Flooid to easily integrate into best-of-breed Order Management System and eCommerce providers. Our team won't ask you to rip and replace your current hardware, Customer Relationship Management, Order Management System or eCommerce provider. We'll protect the investment you have already made.

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