





Can Your Omnichannel Retail Solution Do This?

Retail Has Changed. It's Time For Your Technology To Catch Up

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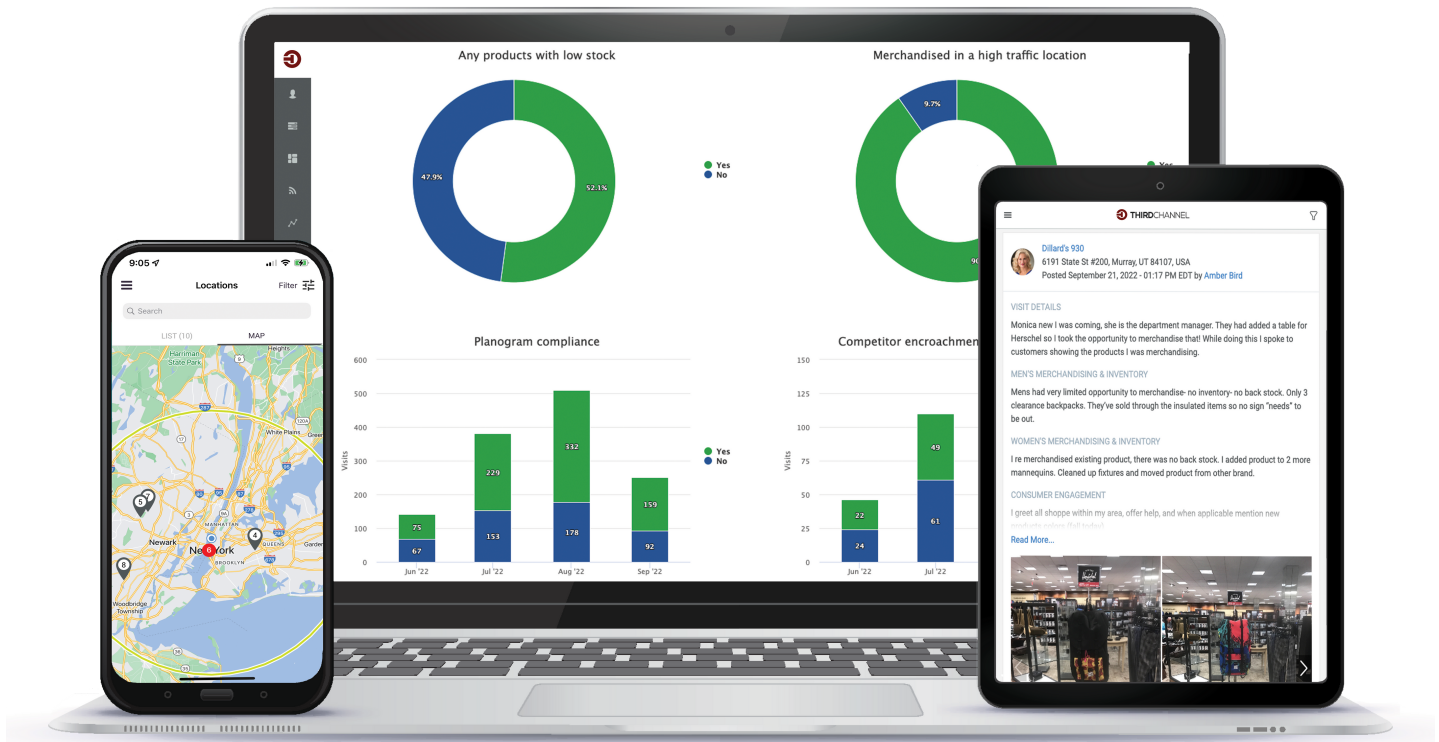
Introduction

Investing in the right technology for your brand is both an exciting and intimidating opportunity. On one hand, you've likely come to realize that your current solution has plenty of missing pieces that only add more responsibilities to your plate and prevent your brand from reaching its full potential.

At the same time, though, you want to do everything you can to maintain and improve retail relationships while simplifying internal operations – could a 180-degree switch in your retail solution only make things worse?

If you're stuck in this dilemma, **you're in the right place!** We know how difficult and frightening it can be to jump into a new technology and implement it throughout your organization. We also know that doing so is the only way to get past the current challenges plaguing your efficiency and success.

Keep reading to learn more about what makes ThirdChannel unique, or jump to page 6 for a visual breakdown of our features compared to industry leaders.



People Without Technology

Put yourselves in the shoes of your customers for a minute and think about their experience in retail locations, especially if they aren't loyal to a particular brand. They want the best product for their needs and need to learn about how you're offering could solve their needs.

In these cases, one thing will sway their purchasing decision more than anything else — people.

How do your brand reps interact with them and answer their questions? Are they true experts on your product, or merely just knowledgeable about the industry? Do they embody your brand's mission and vision and can they talk about your product like second nature, or do they fumble through conversations and rely on industry jargon?

These relationships are vital in sales, and when you have the right people in the right place, your retail success is sure to improve.

But...

What about all the data those people rely on to make sure products are located somewhere that allows them to interact with customers in the first place? How can brand reps track changes they are making to their retail strategy and the effects they have on sell-through? Where can they access information about competitors that ensures you will beat them?

“

Our **sales team are actually opening the reports** now that we can design a dashboard **specific to their role** and show only data points that are of interest to them!

Our team is **referencing dashboard data** when talking with their buyers and love the breakdown of how you can see the “please explain” right next to the answer and the new aggregated location breakdown.

- Herschel Supply Co.

This is where industry-leading technology comes into play. The right people without the right technology can only do so much. They'll lack visible insight into inventory, sales data, and visual merchandising history, ultimately preventing them from reaching the highest levels of success.

Technology Without People

Let's revisit our situation above and consider this through a buyer's eyes, both online and in-store.

1. You may have the most advanced backend **technology** connected to your e-commerce site that automatically pulls and updates inventory, connects to physical retail locations, and guides a buyer through their shopping experience. But what if they have a hyper-specific question about a product's durability and you give them a vague answer through an automated chatbot? More often than not, they'll have no problem taking their business somewhere they feel more valued.
2. Using the most robust inventory management solution that monitors shopping preferences, you know which products to shelve and how to optimize visual merchandising stands for success. But the truth is that dozens of other brands may have the same technology in place that allows them to make the same decisions. Could that buyer pick your product instead of your competitor? Sure. But leaving it up to chance and removing that human emotion will prevent your chances of turning that shopper into a lifelong customer.

Both of these scenarios are missing arguably the most important aspect of sales — people! If instead that e-commerce shopper was connected with a passionate brand representative who knows your brand inside and out and can interact with them in real-time, you're lessening the chances of them leaving for another option.

Similarly, if an in-person retail shopper was "intercepted" by a brand representative to walk them through an assisted demo or answer product-specific questions, you've just made it much harder for them to buy from your competitor.

The Perfect Harmony









We'll make this short — the best retail solution equips the right people with the right technology.

There's no in-between; one can't exist without the other. If it does, you run into any number of the problems we discussed above and end up leaving money on the table and pushing potential lifelong customers away from your brand and into the welcoming arms of another brand that has mastered this harmony.

Comparing Solutions

The truth is that a number of retail solutions do individual aspects of this very well. But it's that unique combination of expert omnichannel field support (both in-store and online) and industry-leading retail technology that you need to soar.

Here's a breakdown of ThirdChannel and our competitors capabilities:

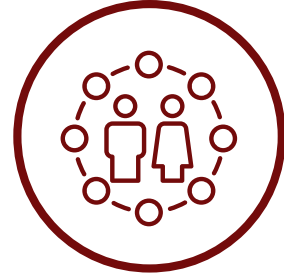
| | TECHNOLOGY & FIELD FORCE | | | | | TECHNOLOGY ONLY | | CHAT ONLY |
|------------------------------|---|---|---|---|--|---|---|---|
| |  |  |  |  |  |  |  |  |
| Project Planning | ✓ | | | | | | | |
| Advanced Analytics | ✓ | | | | ✓ | ✓ | ✓ | |
| Sales / POS Integration | ✓ | | | | | ✓ | | |
| Simple Task Management | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | |
| Automated Work Distribution | ✓ | ✓ | | | ✓ | | | |
| Geo-location Services | ✓ | ✓ | ✓ | | ✓ | ✓ | ✓ | |
| Dedicated Labor | ✓ | | ✓ | | | | | ✓ |
| On-board Certification | ✓ | | ✓ | | ✓ | | | ✓ |
| Communicate Directly w/ Reps | ✓ | | | | | | | |
| Optimized Chat Routing | ✓ | | | | | | | ✓ |
| AR Chat Bot / AI Learning | ✓ | | | | | | | ✓ |
| CRM Integration | ✓ | ✓ | | | ✓ | ✓ | ✓ | ✓ |
| Connectors and APIs | ✓ | ✓ | | | ✓ | ✓ | ✓ | ✓ |

Ready to experience this powerful combination for yourself? [Schedule a demo](#) with our team today so we can show you these features and more in action!



Conclusion

At ThirdChannel, we're proud to bring the future of retail into the present, and our updated reporting and dashboards do exactly that. Whether you're a current ThirdChannel customer or looking for a new retail solution, our team would love to show you the capabilities of this tool first-hand. Schedule a demo today to see what the future of reporting can look like for your organization!



[Request a Demo](#)