

Omnichannel for Retail

Creating an eCommerce Experience Customers Will Love

The New Competitive Landscape

We are officially in the age of the customer. With a few clicks today's consumer can order a latte on their phone, skip the line at their favorite coffee shop and pick up their beverage at the counter. They can order a ride, track the car's approach, pay with one click and leave a review before the car even pulls away. Customers expect no less from their online shopping experience.

The rise in customer expectations has implications for all industries, but is especially impactful for online Retailers. BigCommerce found in a recent study that the average eCommerce conversion rate for U.S. online stores is between 2 and 3%, meaning that less than 4 people will make a purchase for every 100 site visitors, therefore any increase or conversely decrease in customer friction can have a real impact on the bottom line.

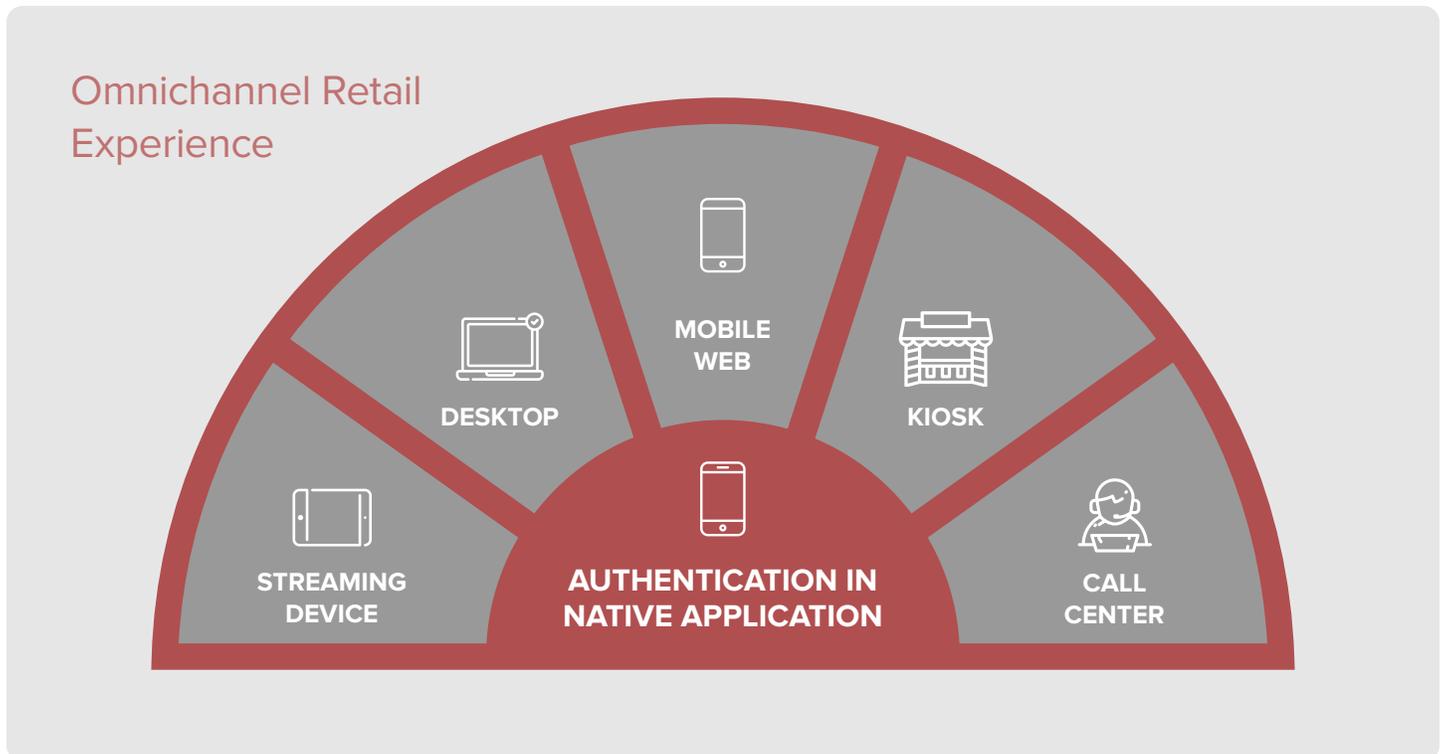
Current State - Multichannel

Multichannel for retail means not just shopping, but delivering digital content, managing shared services, engaging in

marketplaces, and managing users, all of which may be different services; while preserving the customer experience. Let's pick on one of the world's largest retailers for a second. They have done an amazing job understanding the customer journey and adapting to provide value to the customer with new services, but with the proliferation of services, customer friction has also been added.

- Many of these services require the customer to create and remember another unique username and password.
- For streaming services such as video, customers have to use a tiny remote to input complex usernames and passwords.
- In the case of order pickup centers, the customer has to take a unique pickup code received via email or text to the locker location and key it into the keypad or use a barcode scanner.

So while the current multichannel approach provides additional services that customers value, it also adds friction. The result is a fragmented, high friction user experience.



Moving from Multichannel to Omnichannel

Omnichannel is defined as "seamless and effortless, high-quality customer experiences that occur within and between contact channels." LaunchKey is mobile multifactor authentication from Iovation. LaunchKey simplifies and unifies every customer experience, whether online or in-person, with a single user-selectable method of authentication. This enables you to deliver a consistent authentication and login experience across channels while also reducing customer friction.

Imagine how much the experience would improve if the customer could use one point of access for all channels. With mobile multifactor authentication, you can simplify and unify every customer experience, whether online or in-person, with a single user-selectable method of authentication. This enables: a consistent MFA experience across channels, reduced friction, and decreased abandonment rates.

Mobile at the Center of the Omnichannel Experience

Mobile devices have now become ubiquitous, making them the perfect tool for creating a consistent customer experience across all access channels; and enabling an omnichannel customer experience. With mobile multifactor authentication integrated

directly into your native application, customers can choose from methods such as biometrics, pin codes, circle codes and Bluetooth proximity detection right from the user's device.

Customization - Meeting All Customer Segments Needs

Businesses have to balance the preferences of all their customers, which can vary widely. This is why flexibility and customization are key when creating an omnichannel solution. To increase flexibility for customers, LaunchKey can run in conjunction with existing authentication systems such as username and password or SMS. This allows organizations to slowly roll out new authentication methods as they gain acceptance without increasing friction. LaunchKey is also an extensible MFA platform that allows you to efficiently update and adapt to future changes, such as new authentication technologies, new vulnerabilities, or evolving threats.

Best of all, you can deliver this customer experience in your own branding, under your name, and with the look, feel and style your customers have come to expect from your mobile applications. Iovation's lightweight SDK can be deployed right through your own application, managing all digital and physical authentication and authorization processes right in your application. With LaunchKey you can create a unified, simplified and most importantly, low friction customer experience that also provides the flexibility you need to make omnichannel work for your business.

According to a Pew Research Center survey on American smartphone ownership, conducted in November 2016:

- 77%** of the population now owns a smartphone
- 92%** of 18- to 29-year-olds now own a smartphone
- 74%** of 50- to 64-year-olds now own a smartphone
- 16%** increase from 2015, of 50- to 64-year-olds using a smartphone

Eurostat found that in the EU in 2016:

- 79%** of internet users aged 16- to 17-years-old utilize mobile phones or smartphones to access the web

The Aite Group found that:

- 95%** of millennials were either very willing or somewhat willing to use new identification methods besides passwords such as fingerprint, retinal scans or facial scans.
- 64%** of seniors were either very willing or somewhat willing to use new identification methods besides passwords such as fingerprint, retinal scans or facial scans.
- 42%** of respondents would not utilize a banking or payment app without biometric authentication, of those that had previously used biometrics

Customers gain true omnichannel access across every touchpoint.
You gain flexibility and adaptability, while retaining your own branding.
And everyone gets the latest in secure multifactor technology.



Want to learn more about mobile multifactor authentication?
Check out this short video on [Iovation's LaunchKey](#) MFA solution.