

UNIFYING THE OMNICHANNEL SHOPPING EXPERIENCE

BUSINESS PROBLEM

An apparel retailer saw online conversion rates falling, while in-store traffic remained stagnant. They suspected breakdowns in the transition between online and physical shopping experiences.

Problems:

- Inconsistent brand messaging between channels
- Fulfillment and return process frustrations
- No central repository for customer journey insights
- Missed opportunities to convert browsers into buyers

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We could see the numbers slipping, but without a clear view of the journey, it was guesswork trying to understand where customers were getting frustrated."

— Director of Omnichannel Operations, Retail Brand

SOLUTION

The retailer used JourneyTrack to capture omnichannel customer journeys, combining behavioral data, customer feedback, and employee insights. The platform revealed that customers often abandoned purchases when delivery promises weren't met, or when return processes were unclear. JourneyTrack allowed marketing, merchandising, and operations teams to align on

solutions, such as improved communication at key stages.

Key Benefits for the Team:

- Unified journey maps that reflect both customer intent and operational processes
- Prioritized opportunities with business case alignment
- Enhanced collaboration across marketing, ecommerce, and store operations

RESULTS

Impact of Utilizing JourneyTrack:

- 19% increase in online cart-to-purchase conversion after streamlining checkout steps and clarifying delivery timelines
- 14% increase in repeat purchases within 60 days through targeted post-purchase communication and loyalty offers
- Cross-department efficiency gains as merchandising, fulfillment, and customer service worked from the same journey data, leading to faster resolution of systemic issues
- Improved channel consistency in both promotional campaigns and transactional messaging, ensuring customers received the same quality of experience whether they engaged online, in-store, or through the call center

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JourneyTrack gave us a level of visibility and alignment we've never had before. Now, we can fix problems before they impact the customer—and that's driving real results."

— VP of Digital Experience,
Retail Brand

BOTTOM LINE

JourneyTrack provided a complete, cross-channel perspective that empowered the retailer to harmonize customer experiences, strengthen loyalty, and drive measurable growth. By unifying operational insight with customer behavior data, the retailer transformed from reactive problem-solving to proactive experience design—improving both conversion and retention.