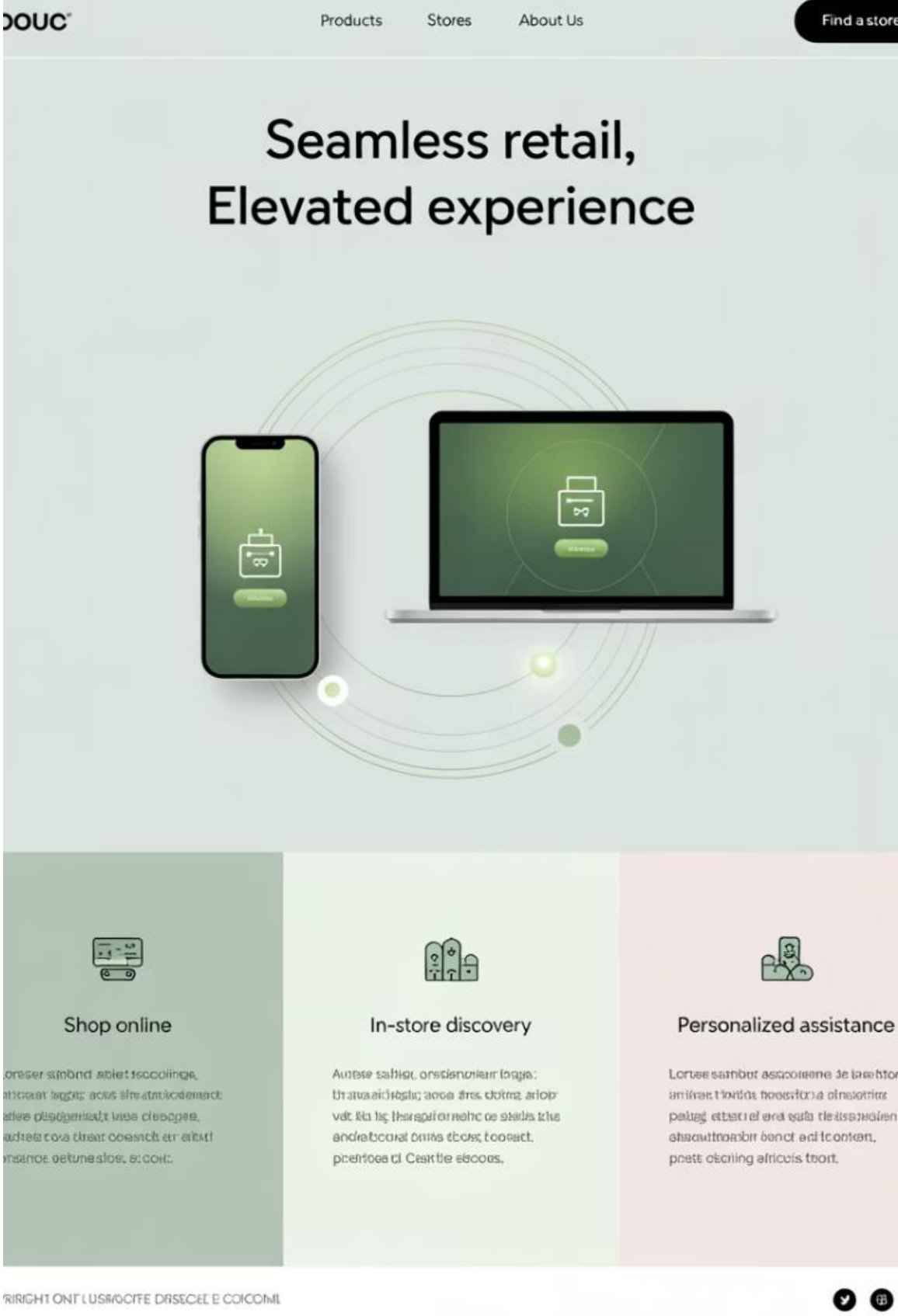# Managing Omnichannel E-Commerce Projects

In today's retail landscape, customers expect seamless experiences across every touchpoint. Project managers play a vital role in orchestrating the systems, departments, and touchpoints that make omnichannel commerce possible.

by Kimberly Wiethoff

Seamless retail, Elevated experience

Shop online

Lorem ipsum dolor sit amet, consectetur adipiscing elit...

In-store discovery

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Personalized assistance

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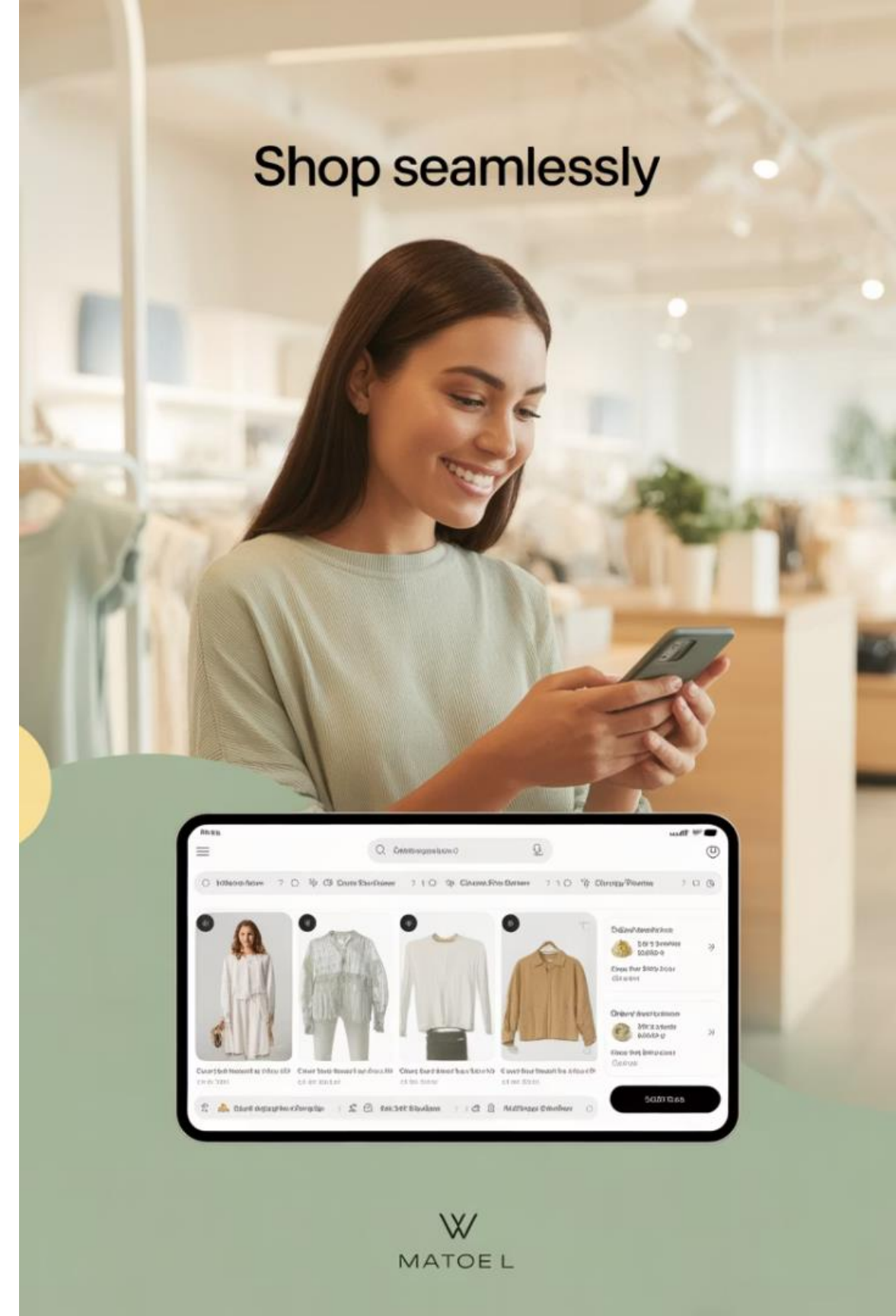# What is Omnichannel E-Commerce?

Consistent Experience

Provides integrated customer experience across all sales channels.

Connected Data

Ensures information flows between systems for a fluid customer journey.

Multiple Touchpoints

Integrates web, mobile, physical stores, marketplaces, and social media.

Shop seamlessly

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Omnichannel vs. Multichannel

Multichannel

Each channel operates independently.

Customer data stays within each channel.
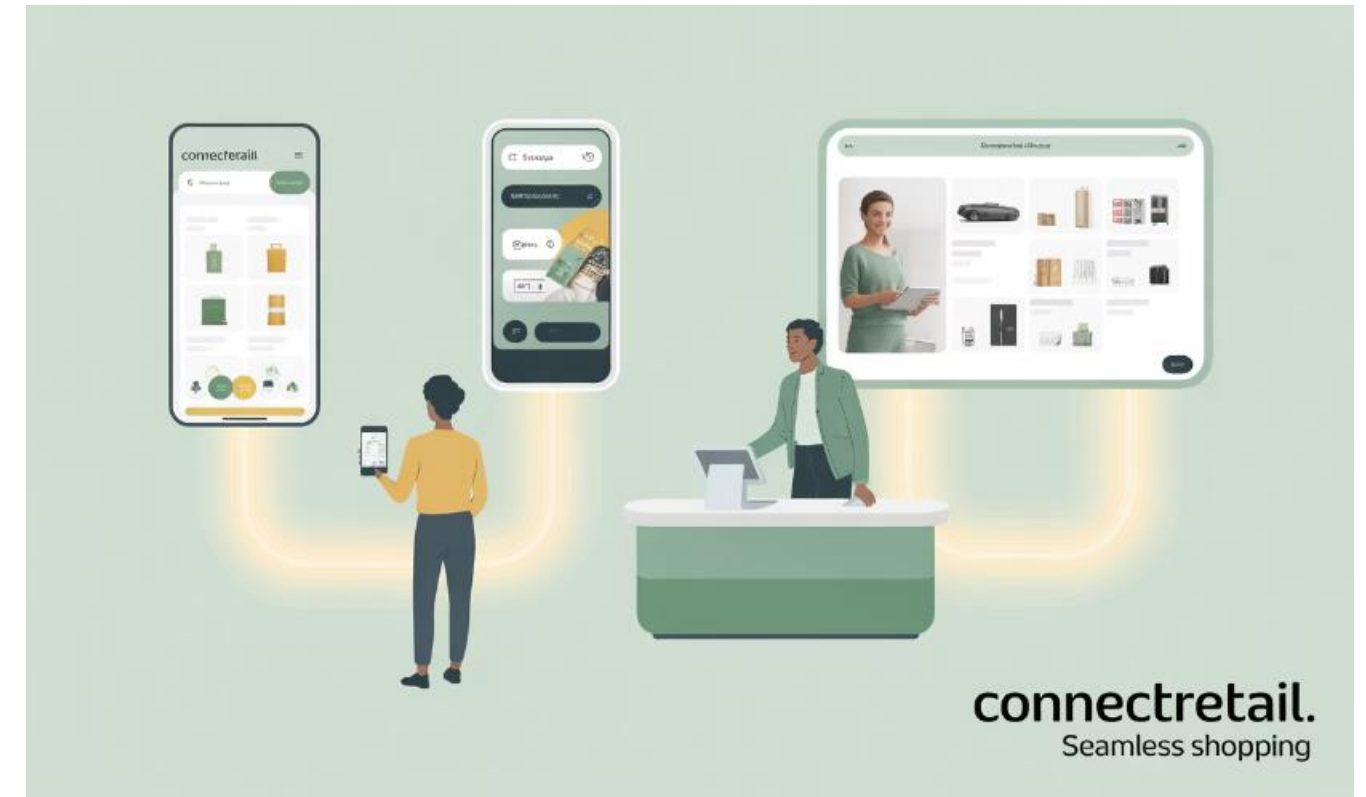
Disjointed customer experience.

Omnichannel

All channels are integrated.

Data flows freely between systems.

Seamless customer journey.

Data Silos Challenge

Customer Data

Purchase history, preferences, and contact information.

Product Data

Pricing, descriptions, and availability across channels.

Integration

Connecting POS, ERP, CMS, and CRM systems.

Inventory Data

Stock levels across warehouses and stores.

Inventory and Fulfillment Complexity

Online Purchase
Customer orders through website or app.

Fulfillment Options
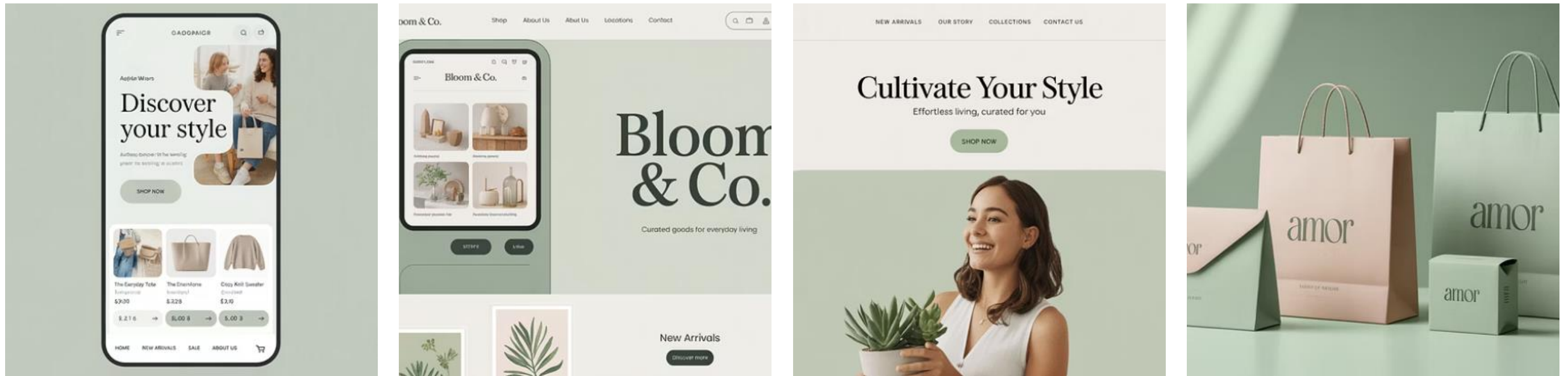Ship from warehouse, store, or third-party.

Pickup Options
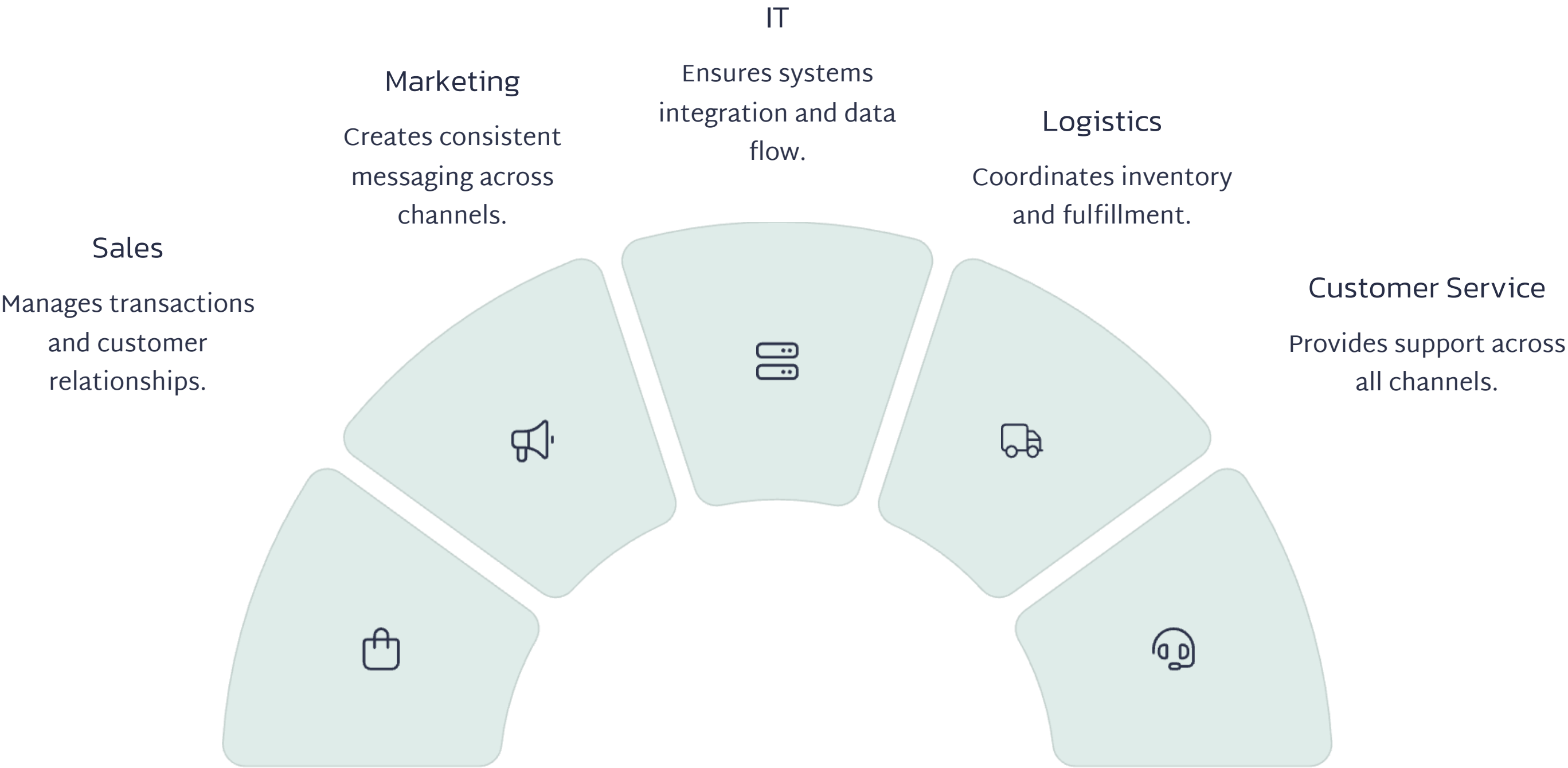In-store, curbside, or locker pickup.

Return Options
Mail back or return to any store.

Brand Consistency Challenge

Marketing and design teams must deliver cohesive experiences across email, SMS, web, and physical environments. Without centralized oversight, brand messaging becomes inconsistent.

Cross-Functional Collaboration

Sales

Manages transactions and customer relationships.

Marketing

Creates consistent messaging across channels.

IT

Ensures systems integration and data flow.

Logistics

Coordinates inventory and fulfillment.

Customer Service

Provides support across all channels.

Essential Omnichannel PM Tools

Salesforce Commerce Cloud

Unifies customer journey across web, mobile, social, and in-store.

Shopify Plus

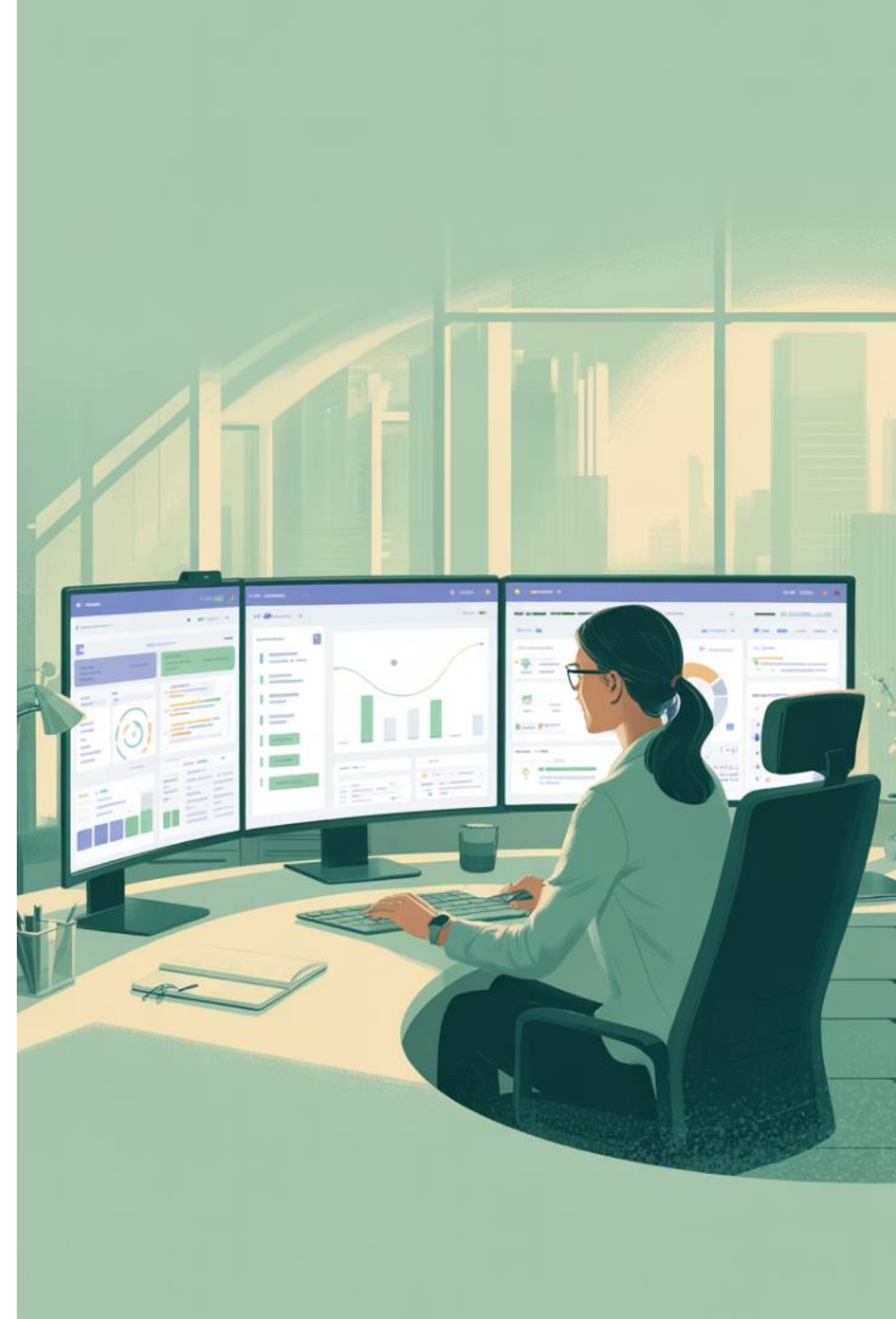Supports omnichannel features like POS and marketplace integrations.

NetSuite ERP
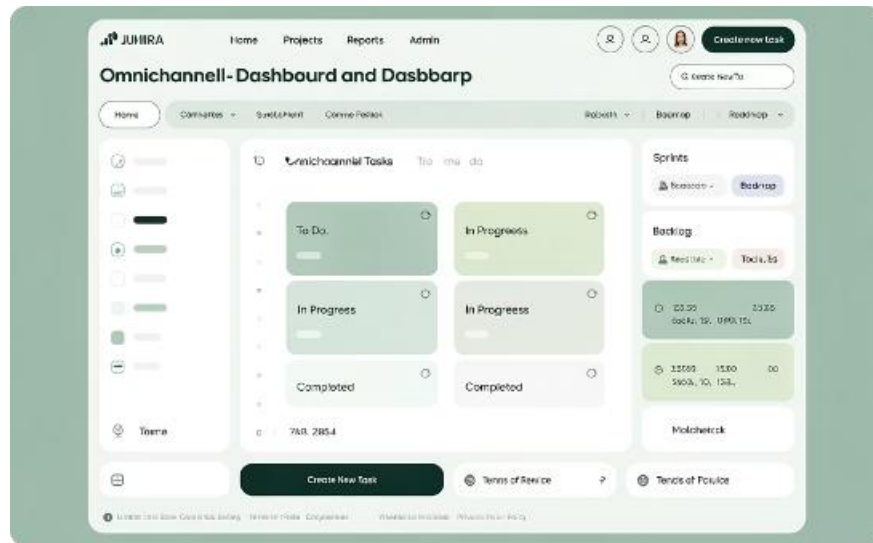
Centralizes finance, inventory, and order management.

Zendesk/Gorgias

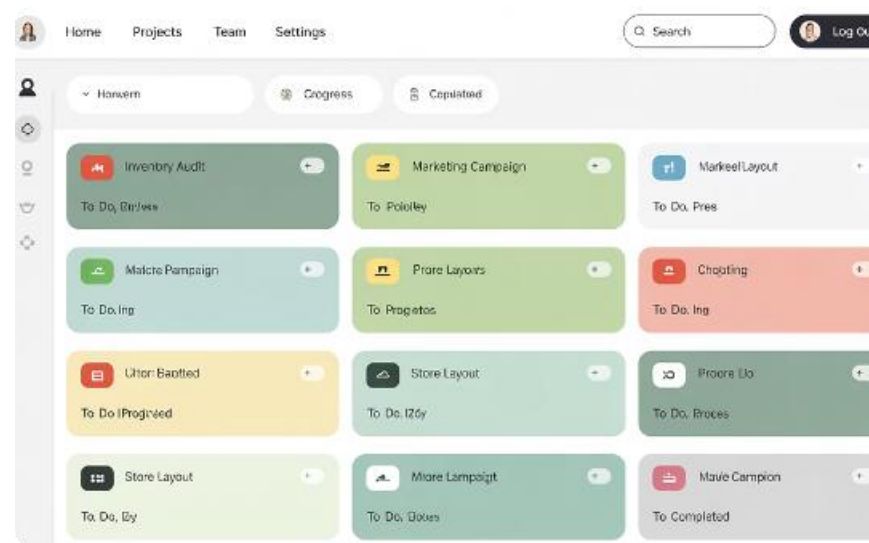Integrates customer service across multiple channels.
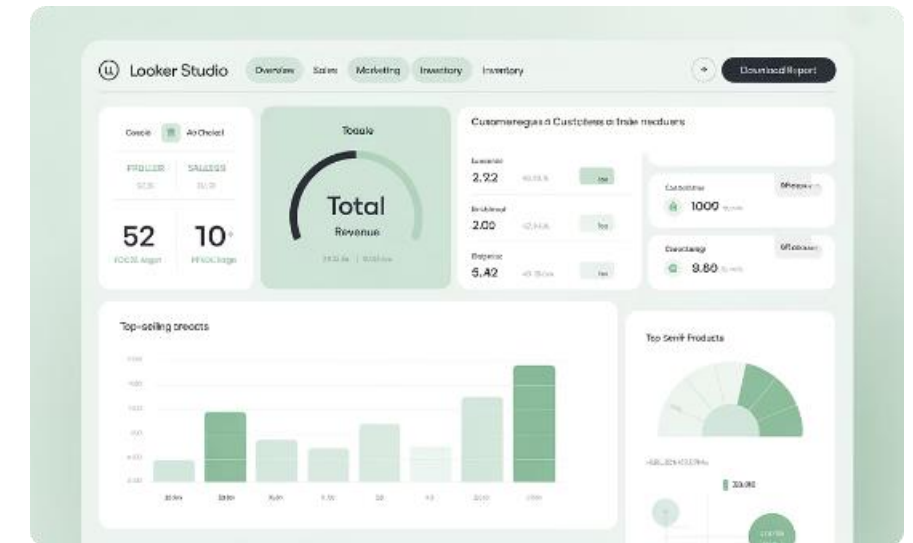
Project Management Tools

Jira

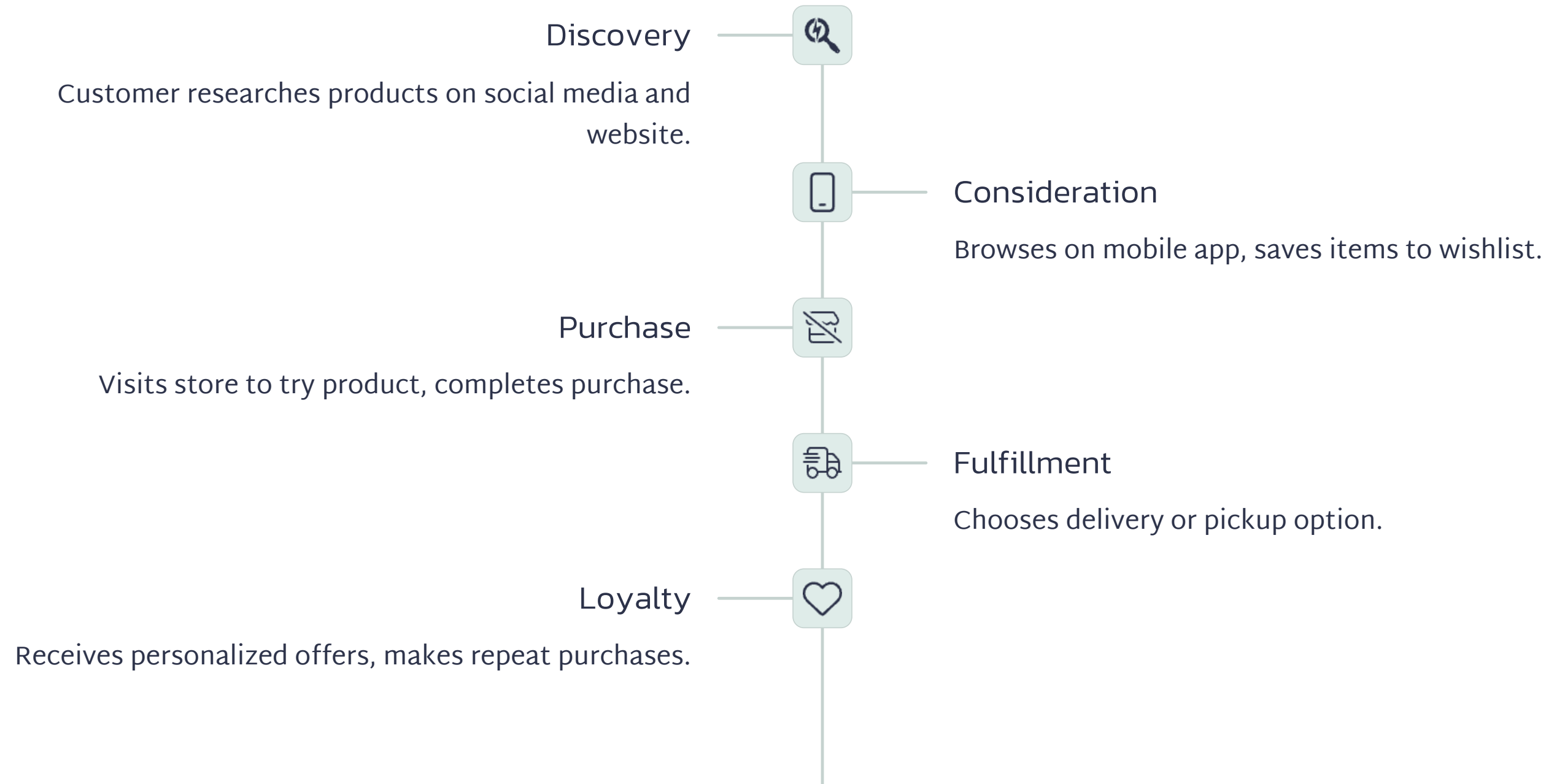Tracks complex workflows and dependencies across teams.

Trello

Visual task management for cross-functional collaboration.

Looker Studio

Builds centralized dashboards to monitor cross-channel KPIs.

Customer Journey Mapping

Discovery

Customer researches products on social media and website.

Consideration

Browses on mobile app, saves items to wishlist.

Purchase

Visits store to try product, completes purchase.

Fulfillment

Chooses delivery or pickup option.

Loyalty

Receives personalized offers, makes repeat purchases.

Agile for Omnichannel Projects

MVP Release

Launch core functionality across primary channels.

Measure & Learn

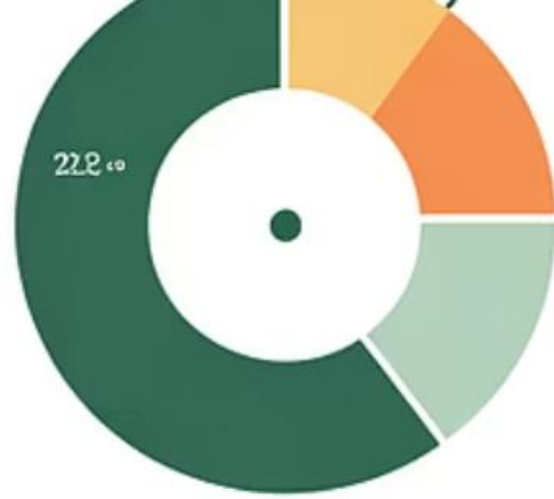Gather customer feedback and performance data.

Iterate & Improve

Enhance features based on insights.

Scale & Optimize

Expand to additional channels and use cases.

Omnichannel KPIs to Monitor

98%

Inventory Accuracy

Consistency between reported and actual stock levels.

85%

Order Fulfillment

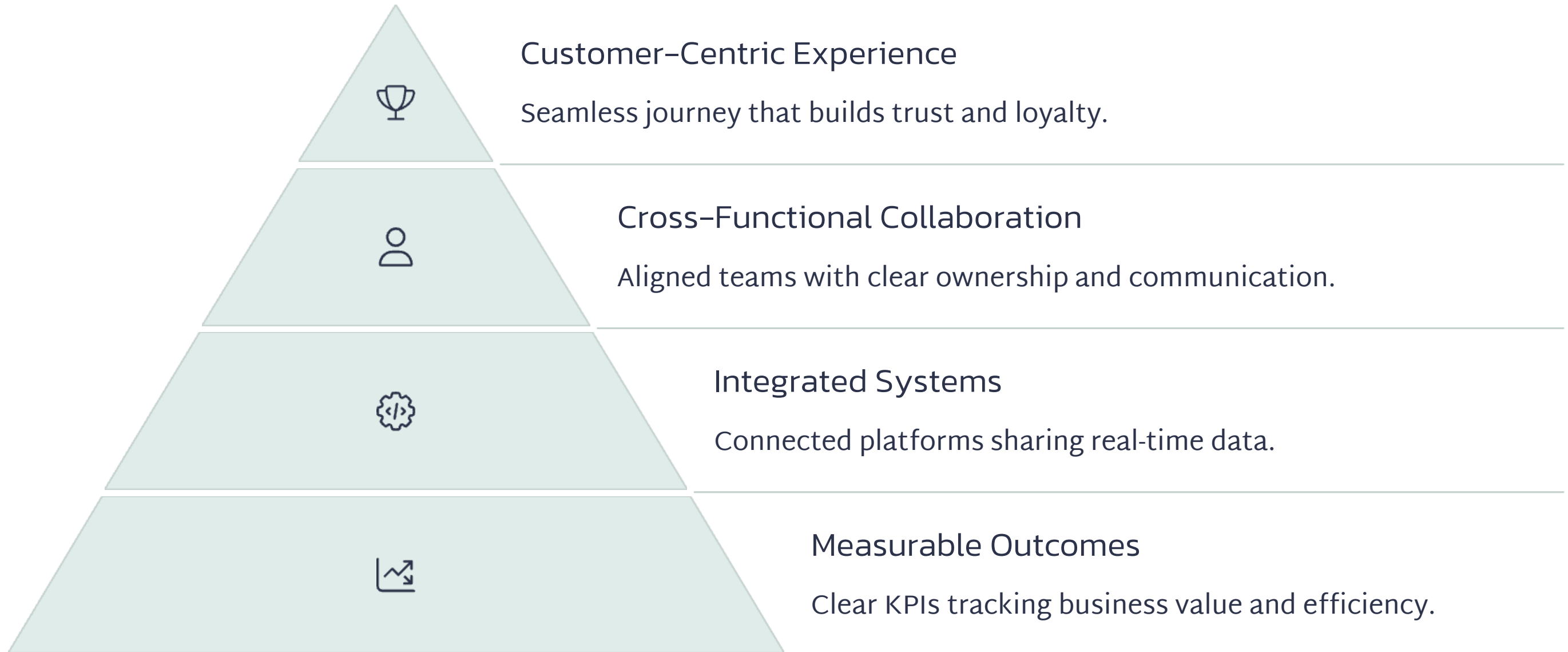Orders delivered on time and accurately.

3.2

Channel Crossover

Average channels used per customer journey.

24%

BOPIS Adoption

Percentage of online orders picked up in-store.

Keys to Omnichannel Success

Customer–Centric Experience

Seamless journey that builds trust and loyalty.

Cross–Functional Collaboration

Aligned teams with clear ownership and communication.

Integrated Systems

Connected platforms sharing real-time data.

Measurable Outcomes

Clear KPIs tracking business value and efficiency.

Final Thoughts

Omnichannel e-commerce isn't just a buzzword—it's a competitive necessity. As a project manager, your role is to connect the dots between platforms, people, and processes. That means more than just managing timelines. It means **building an experience** that earns customer trust, supports operational efficiency, and delivers measurable business value.

With the right tools, a clear plan, and cross-functional collaboration, you can successfully lead complex omnichannel initiatives and set your organization up for long-term success.

To stay competitive in today's retail landscape, e-commerce leaders need to embrace seamless customer experiences across platforms. This blog explores how project managers can lead complex omnichannel initiatives with the right tools, strategies, and KPIs.