



Unified Commerce beyond the buzz: **The struggle continues**

UK retailers speak out on their progress toward
unified experiences in the store

An Aptos eBook

We recently invested in research to see where retailers stand on the latest in a very long line of **buzz**words:

Unified Commerce

We know we talk about it a lot, but we wanted to find out if you talk about it, too!



Retail Systems

So, we partnered with Retail Systems to survey

100 retail professionals
based in the UK

to assess the role of the store, technology, and unified commerce as part of their omnichannel journey





And what we found – in what will likely be the least surprising news of the session – is that

Retailers are indeed buzzing about Unified Commerce

71% have embarked on a Unified Commerce journey

While it may **seem buzzy** with many, **far fewer** are **actually busy** with their implementation:

only **29%** are in the early stages of rolling out Unified Commerce



28%

Over-indexing on
ecommerce

25%

Budget/cost

18%

Data silos

19%

No clear
UC strategy

15%

Lack of resources,
training, skills

16%

Department silos

7%

What is Unified Commerce? — **!!!**

Perhaps they are slow to move because they see

So. Many. Barriers.



Or perhaps it's because

**Leadership can't agree
on what's most important**

28% think the store is very
important to their strategy

27% are more focused
on ecommerce



Or it could be that many start online because

**Ecommerce is perceived
to be the easier path**

25% are investing more
in ecommerce

And when they do invest in the store,

They are often pursuing too many priorities



24% personalisation

19% real-time inventory

14% ESG targets

20% mobile POS

18% customer experience

Oftentimes, many of those

Store investments fail to fully understand customer desires

Self checkout | Curbside Pickup | Return in Store

*Too many projects end up
neglected and/or abandoned*

Despite the struggle, our deep experience
with Unified Commerce has taught us

There is a clear path to success

And that path typically **flows** through the store...






~75%
of all sales
occur in stores

Which we believe is critical to success, because

Shoppers continue to swarm to the store

And the store is the gateway to
**Better engagement
and higher conversions**
across all channels



See what we did there?
(Bees **convert** nectar into honey?)

We have learned that the critical first step is to define each store experience and

Prioritise all components and use cases

(According to which components will drive the greatest benefit to your stores)





Then do everything you can to
**Resist the urge to try to
implement them all in one bite**

Beware...the temptation is real



We understand the temptations well, because

We've supported many Unified Commerce journeys


Some of our learnings are reflected within the findings of

Our survey of retail professionals



Download the full report:
<https://tinyurl.com/36t4a8bc>





And we'd love the chance to talk to you
about how we can help you

**Overcome the struggles so many
experience with Unified Commerce**

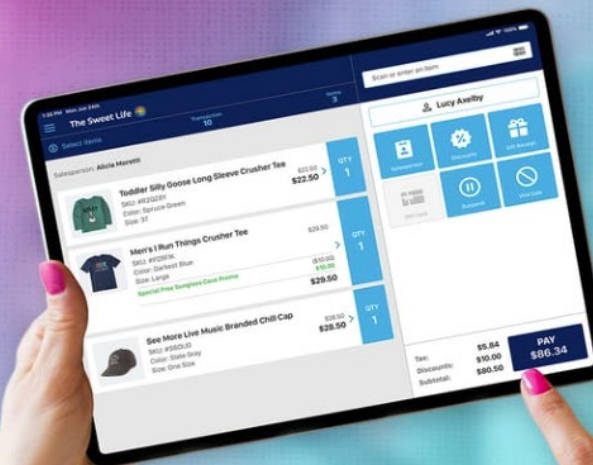
Learn more about how
Aptos ONE
powers the modern store



<https://tinyurl.com/yhuerh8a>

Power the Modern Store

Mobile-first, built-from-scratch Point of Sale on the Aptos ONE unified commerce platform empowers the modern store to meet the ever-expanding expectations of today's shoppers.



Explore the most feature-rich POS. It's all in ONE.

Aptos ONE is more than just a point of sale—it's a powerful platform that enhances every aspect of the customer journey. With the most robust functionality on the market, our POS solution is designed to handle every transaction with flexibility and efficiency, adapt as your needs change, streamline store selling operations and deliver an unparalleled shopping experience.