Omni-channel Retail Ecommerce

Seamlessly connecting all online and offline channels.

RED technology.com

Delivering compelling omni-channel solutions for retailers powered by the tradeit ecommerce platform.

Omni-channel Retail Ecommerce Features

Endless aisle

Never lose a sale by arming your in-store staff with tradeit's endless aisle functionality on a tablet device. Endless aisles enable store staff to check stock and place online orders for customers of items that they don't currently have in stock, but which are available at other stores or held at a central location.

Store stock checker

Save customers a wasted trip to one of your stores by offering them 'live' store stock levels online of every product at every store. Buffer levels for each can be controlled in the admin system of tradeit giving retailers some allowance for sudden in-store purchases or more popular items.

Fulfil from anywhere

Use your physical stores as an extension of your warehouse by shipping online orders from their stock or moving items between stores for collection. Rapid fulfilment services such as Shutl or Lineten can also be integrated to deliver items within 60 minutes of ordering from local store stock!

Gift cards/vouchers

tradeit provides omni-channel retailers with sophisticated gift/e-gift card functionality enabling their customers to buy gift cards online, specify the value, manage their balances online and redeem them across multiple channels including both online and in-store. Gift/e-gift cards can also be sent to other people physically or via email.

Click & collect/reserve

Open up new markets and sell your products across the globe with fully internationalised capabilities including the support of multiple languages, currencies, warehouses, taxation systems, fulfilment types and much more…

Store locator

tradeit features an advanced store locator which gives not only map, address and contact details but can also feature local control of individual store pages (via admin area) to highlight local in-store offers or promotions. These could include special events, local promotions, menus etc...

Multi-address delivery

Split a single order basket to multiple delivery addresses with different fulfilment and gifting options on each line item or user-defined group of items, including Click & Collect and international orders.

Gifting

Add value and delight customers with a host of gifting functionality including gift wrap, gift bags, hampers, messages, fulfilment, gift lists, anonymous delivery and gift reminder service.

MOTO/Call centre

Help drive the single customer view by placing mail and telephone orders directly through your website giving you a complete overview of customer interactions via those touchpoints.

Omni-channel Retail

For many retailers, particularly those with a high-street presence, the last few years have seen a conscious move towards omni-channel retail which aims to merge all of their sales channels, both online and offline, and gain a single view of all customer activity.
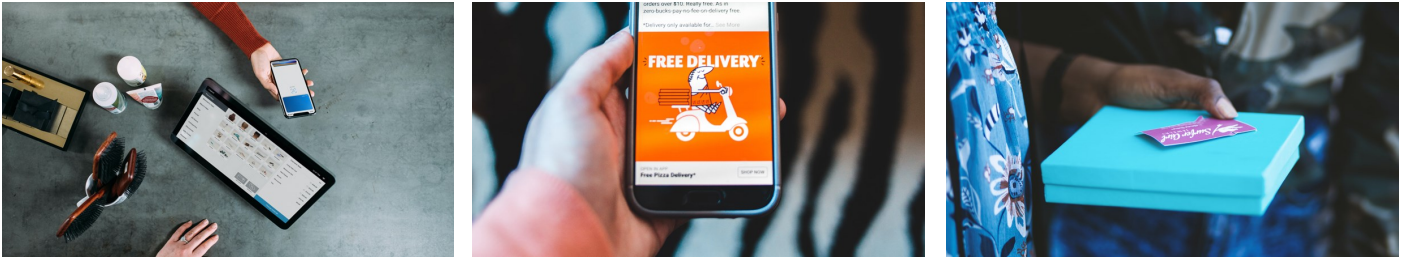
This provides customers with the same user experience, products and service, regardless of the sales channel or touchpoint through which they engage, rather than the distinctly disparate channels of a multichannel approach. It's even been seen in reverse with pureplay online retailers now opening physical stores to take advantage of the combination of bricks and clicks. The tradeit ecommerce platform provides the foundation and technology for fully integrated commerce solutions, managing multiple sales channels and enabling seamless integrations with physical stores enabling omni-channel retailers deliver a consistent customer experience across all channels and touchpoints.

→ Gain a single view of all customer activity from all of your different sales channels.

→ Deliver a consistent and superior customer experience through all channels.

→ Opens up new revenue streams through additional features like Click & Collect.

→ Gain significant competitive advantage if implemented and managed properly.

→ Increased revenue through ease of anytime ordering and up-selling opportunities.

→ Increased productivity through the seamless connection of all systems.

→ Enhanced customer experience through features like online stock checks, endless aisle, buy online - return to store and more.

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A change of EPoS presented the opportunity to update the site. Rather than do the mere basics we presented Red with the challenge to pretty much start from scratch, reinventing what Click & Reserve can be and really embracing omni-channel retailing.

Ecommerce Manager, F.Hinds

Omni-channel Retail Customers

F.HINDS | Longacres | PetsCorner | CALENDAR CLUB | CHAPELLE JEWELLERY & WATCHES | scribbler