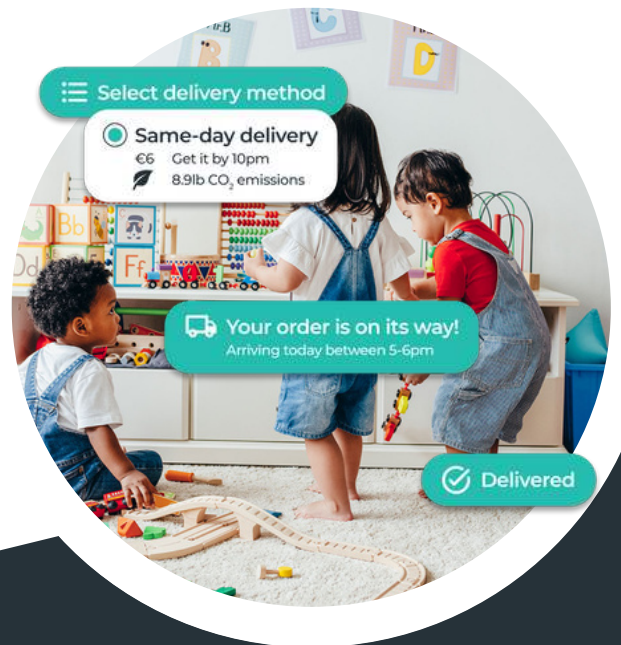




# Children & baby care



## Why omnichannel?



Meet consumer expectations and demand for speed of service



Accelerate stock turnover while driving in-store traffic



Simplify international order management

## An OMS is your top ally for customer experience

The child and baby care sector is characterised by its diverse range of products. Retailers have a multitude of references, varying in dimensions and volumes (bibs vs. a stroller), often in numerous colours and sizes. It's practically impossible to have all of a brand's references available in a physical store.

Here, the OMS plays a crucial role by giving shoppers access to all available items online, and during retail visits through the Order in Store feature.

Having accurate online stock information is particularly important for baby registries, which represent a real opportunity for additional sales beyond traditional online and retail shopping.

As convenience is a top priority for parents and caregivers, the OMS facilitates new delivery methods like Express Click & Collect (with the ability to exclude bulky items). Lastly, for those in need of advice, personalised appointments are an indispensable omnichannel solution.

## Trusted by leading brands



catimini

okaïdi



SERGENT MAJOR

Jacadi  
PARIS

OBAÏBI

DU PAREIL  
...au même

ORCHESTRA®  
MODE ENFANT - MATERNITÉ - PUÉRICULTURE

Natalys  
Paris

xybul  
éveil et jeux

absorba®

# Our flagship omnichannel solutions



**Ship from Store**  
Use in-store stock to fulfil online orders



**Express Click & Collect**  
In-store pickup of online orders within 2 hours



**Store Appointments**  
Specialised time with an advisor for guided shopping



**Returns Management**  
Enhanced return methods & streamlined processes for customers

**+30%** increase in online sales  
Average sales growth for OneStock clients

## For child & baby care retailers, OneStock offers:

**£56**  
average basket value

**4.2**  
items per order, shipped in 1.1 packages

**1/3**  
of orders placed using Click & Collect

**10%**  
of orders placed using Reserve & Collect

**<4%**  
of orders cancelled

Averages from the OneStock BI Suite, 2023

OneStock is a true partner: the teams have been particularly attentive to our project and have carefully guided and supported us in deploying the OMS and the resulting processes.



**Yasmine Arsalane**  
Head of Customer Experience



The OMS was a significant company-wide project with major implications in terms of stock management, revenue, profitability, and international growth. Thanks to stock unification, we make our entire product range available to all our customers, wherever they are.



**Mathilde Watine**  
Omnichannel Transformation Leader



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