

Culture & Toys



Why omnichannel?



Increase stock depth & promote stock rotation



Reliable stock levels, even in peak season



Offer express Click and Collect within 1 hour

An OMS that adapts to a highly seasonal sector

While cultural products are sold all year round, with demand driven by the latest video game or book release, profitability in this sector relies heavily on store performance in the final few months in the run-up to Christmas, particularly for toy stores.

It is essential for retailers to have an OMS to ensure the marketing of all their stock (in stores and warehouses) and to guarantee the availability of items in real time (for online orders and in-store visits). Retailers have no room for error. If we take the Christmas period as an example, an order not received in time or a stock error leading to its cancellation is unacceptable to customers.

This is where an OMS comes into its own as a first-rate solution for any player wishing to improve the shopping experience and strengthen customer loyalty.

Trusted by leading brands

WHSmith
EST 1792

Cultura

 oxybul
éveil et jeux

 wootbox

webedia.

Our flagship omnichannel solutions



Reserve & Collect
Items available to pick up in-store, without prepayment



Click & Collect Express
Online orders available to pick up in-store within 30 minutes



Order in Store
Place customer orders in-store for items not available on the shelves



Delivery Promise
Provide customers with accurate, reliable delivery times and costs

+30% online sales
Average increase recorded for OneStock clients

Cultural products perform better on OneStock:

€33.24

average basket

2.26

items per order, sent in 0.78 packages

56.47%

of orders collected via Click & Collect

31.14%

of orders prepared in stores

Averages taken from OneStock BI Suite, 2023



Cultura has two ERPs: one to manage our books and another to manage all our other products. Before implementing OneStock, we were really tied to the ERP: if you came into the shop to order a book and a CD, we had to place two orders and create two customer accounts, because everything was really siloed. Thanks to the OMS and APIs, we can now find all the products in CultureApp, and we can now place an order for all the products we want, with a single customer repository.



Séverine Candau
IT Manager

Cultura

 **OneStock**



onestock-retail.com



contact@onestock-retail.com