International Academy of Science, Engineering and Technology
Connecting Researchers; Nurturing Innovations
IASET

OMNI-CHANNEL RETAIL IN THE AGE OF DIGITAL TRANSFORMATION: A FRAMEWORK FOR SEAMLESS CUSTOMER EXPERIENCE AND OPERATIONAL EFFICIENCY

Swamy Sai Krishna Kireeti Athamakuri[1], Jagadeesh Thiruveedula[2] & Dr. Shruti Saxena[3]

[1]Andhra University, Visakhapatnam, Andhra Pradesh, India

[2]Jawaharlal Nehru Technological University, Kakinada,Andhra Pradesh 533003 India

[3]Assistant Professor, Savitribai Phule Pune University, Pune, India

ABSTRACT

This study examines the evolution of omni-channel retail within the framework of digital transformation, emphasizing its role in enhancing both customer experience and operational efficiency. As retailers navigate a rapidly changing digital landscape, the integration of physical and digital channels becomes paramount for delivering personalized, seamless interactions. This paper proposes a comprehensive framework that identifies key technological enablers, process innovations, and strategic practices necessary for a unified omni-channel approach. By analyzing case studies and synthesizing current research, the study highlights how effective cross-channel integration not only improves customer satisfaction through consistent engagement but also streamlines back-end operations, resulting in significant competitive advantages. The findings offer valuable insights for practitioners aiming to bridge the gap between digital innovation and traditional retailing, while also paving the way for future research in the dynamic field of omni-channel retail.

KEYWORDS: *Omni-Channel Retail, Digital Transformation, Seamless Customer Experience, Operational Efficiency, Cross-Channel Integration, Technological Enablers, Retail Innovation, Unified Framework, Customer Engagement, Process Optimization*