

Make Octopus Bridge Your Partner To Help Retailers Sell Online And Offline Simultaneously

Contact Booth # 1263 at NRF 2022



The graphic features a central white cloud with the Octopus Bridge logo (an octopus) inside. Ten white circles, each containing a retailer's logo, are connected to the cloud by lines. The retailers are: Amazon, Magento, Shopify, eBay, Walmart, Farfetch, WooCommerce, nopCommerce, and BigCommerce. Below the cloud is a black retail terminal with a touchscreen display showing a product catalog. The background is a dark blue space with vibrant, colorful light streaks in shades of blue, orange, and yellow.

Unify Offline and Online Retailing

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San Jose, California Jan 13, 2022 (Issuewire.com) - Brick and mortar stores are an excellent way to reach your target audience. But is it the only way? We don't think so. The pandemic disrupted the fundamentals of buying, and now more people are inclined towards online shopping. They want to engage with brands that sell on more than one channel. If we were to compare, the customer retention rate of omnichannel sellers is [90% higher](#) than one using a single channel. However, retailers fear

selling on multiple channels because of the amount of work they might have to handle, from updating regular inventory, downloading web orders, and noting down customer details. Doing this manually would cost them countless hours and doesn't even guarantee its accuracy. If not done right, this can lead to unsatisfied customers and overselling.

What would you do if we said that all these tasks could be automated?

[Octopus Bridge](#) is a cloud-based plugin that helps retailers integrate POS with their e-commerce store. The integration allows you to sell on various e-commerce sites, like Shopify, Woocommerce, Amazon, eBay, Walmart, etc.

This way, you get to be selling on both online and offline platforms simultaneously.

There are a number of benefits of using the Octopus Bridge, like:

Automate Inventory and Order Management

The biggest issue retailers face while selling online is the inability to regularly monitor inventory changes and update order requests.

However, [Octopus Bridge](#) allows its sellers to automate inventory and order management with absolutely no external support.

So, a change made in your online store is directly updated in your POS and vice-versa. For instance, it will automatically download web orders and make inventory changes on your POS.

Enhanced Customer Experience

The buying process of your customers should be seamless and without any hiccups.

And, when businesses ignore POS integration with their online store, they are putting their customer's experience at risk.

When online and offline data are in sync, you can provide real-time stock updates and collect customer information on every new sale.

This information is your gateway to personalize their buying experience and upsell products that might be an excellent fit for them.

Leverage Multiple E-commerce Sites

Octopus bridge helps retailers expand their business on various e-commerce channels without having to manually handle inventory tasks.

The plugin automates inventory handling and order management, to provide up-to-date information to your buyers.

Retailers can also adopt the BOPIS model to offer buyers in-store pickup. This allows your business to reach more local audiences, which you didn't even know existed.

Want to learn more about Octopus Bridge?

Please contact Booth # 1263 at [NRF 2022](#) between 16-18 January or contact through email at sales@octopusbridge.com or call +1 408-643-0097.

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