

The Future of Retail: Staples Omnichannel Stores

Written by Marco Attard
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Office product chain Staples pilots what it describes as future of retail-- a pair of Omnichannel Stores combining an expansive retail network with the Staples.com online store, the second biggest in the world.



Visitors can browse and order through up to 100000 items (including CE, furniture, school supplies and cleaning items) on Staples.com kiosks. Once they finish orders, customers can complete transactions at the kiosks or store register, with either home deliver or in store pickup.

A "Business Lounge" provides meeting space and workstations for mobile professionals, while EasyTech and Copy & Print spaces offer consultation areas for small business customers.

Customers wanting ink and toner can keep track of past purchases through either finder or store associates.

"We listened to our customers and provided the products, services and features they need to succeed," Staples N. America Stores and Online president Demos Parneros says. "Our stores make efficient use of space while offering more products and services than ever through our mobile and online features. We also know that shopping is an occasion and we've created a fun experience for our customers."

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