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8 TRUTHS OF INDIAN OMNICHANNEL WHAT THE INDEX REVEALS...

TRUTH 1:	OMNICHANNEL IS NOT EVEN HALFWAY YET
TRUTH 2:	CHALLENGE BEGINS POST-PURCHASE
TRUTH 3:	TOMORROW IS DISTANT AWAY
TRUTH 4:	LOYALTY CLUB IS DATA MINE
TRUTH 5:	BASICS NEED MORE ATTENTION
TRUTH 6:	CLICK & COLLECT IS STILL NASCENT
TRUTH 7:	IT'S YOUR PRODUCT, OWN IT
TRUTH 8:	PRODUCT PAGE IS ALSO A PRODUCT

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