



McKinsey&Company

Omnichannel Sales Insights (OSI)

Drive above-market growth with an omnichannel strategy for the digital world

OSI is a proven, cutting-edge solution that helps you combine your digital and traditional sales and channel options into a go-to-market strategy to capture growth

Use OSI to answer critical questions

- How do your customers want to buy (in today's increasingly digital world)?
- How can you change the way you go to market to win more often?
- Where should you invest to drive sales?
 - Digital or traditional channels?
 - Which stage in the buying/selling process?
 - Digital enablement or e-commerce?

A McKinsey Marketing & Sales Ventures Solution

OSI provides the crucial insights you need to build an effective go-to-market strategy that drives volume, value, and velocity across owned and third-party channels, whether e-commerce, digitally enabled or traditional.

Omnichannel Sales Insights (OSI)

part of McKinsey's Commercial Solutions Suite

OSI is a modular quantitative survey that rapidly assesses customers' purchasing behaviors and preferences at different stages in the customer decision journey and helps you understand where you stand vis-à-vis competitors.

OSI operates on our proprietary platform, integrated with McKinsey's full Commercial Solutions Suite, that leverages B2B customer panels across all major industries to reach your customers. Insights from OSI help build an omnichannel strategy focused on growth.

Impact from executing a new omnichannel strategy based on OSI

5-10%
Sales increase

10-20%
Time reduction from lead to deal

30%
Increased customer retention

Features



Comprehensive and actionable

- Complete view of **key buying factors** and purchasing decision drivers over the entire decision journey
- **Benchmarking of your performance** against competitors
- Clear, **actionable insights**



Flexible, efficient & effective

- **Customizable, off-the-shelf survey** with the ability to add/remove modules based on your business
- **3 to 4 week end-to-end turnaround** from hypothesis generation and launching in the field with customers to insights analysis, application, and strategy

Who OSI is relevant for?



- **Manufacturers, distributors and service providers across the full range of B2B industries** – from pharma and high tech to basic materials



- Suitable for **all size companies**

Need insights in a day?

- **Contact us to get basic trends, available from our existing database of over 1,000 B2B buyers in North America and Europe.** Using our data-visualization tool, we can provide you charts with critical buying behavior data unique to buyers in your industry.