# I Don't Think Consumers Care About Omnichannel

I'd consider myself a pretty tech-savvy consumer. When I want to order a cup of coffee from my favorite Seattle-based chain on the way to work, I pull up their iOS app when I start the car. I can see my most recent orders, in case I want to just re-up my last purchase (I usually do this, I'm a sucker for routine). I can get up-to-the-minute inventory of stores around me, in case my normal stop is running low on Cold Brew. I can place an order through the iOS application, authenticate payment with my thumbprint, and set out on the 6-7 minute drive. When I show up, I can double-check that the order is ready, walk in to claim it, and leave with my coffee. This end-to-end process requires a small army of systems to march in lockstep with each other - systems that have historically been difficult to integrate - but I really couldn't care about that any less.

The mobile application is needed to communicate with an in-store inventory system, with a CRM system to access my order history, with Apple Pay to access my payment credentials, and with a payment processor to confirm payment. The coffee shop's POS system is needed to take my order, and pass it to the barista's queue. That POS system needed access to my stored payment credentials - in case I wanted to add some delicious banana bread to my order while picking up in store.  Furthermore, that system needed my customer details to print out a personalized label that could be used to identify me when I came in to claim my drink. Months of development work and cross-functional coordination went into that delicate ballet, but I don't care. I just want a cup of coffee ready when I walk in the front door - if this shop can't provide it, odds are I'll mosey on down to the Portland-based chain a mile down the road.

Consumers (like me) don't care about the phrase "omnichannel," but they do care about convenience and security. A consumer wants the convenience of being able to interact with merchants and brands at their leisure. This on-demand activity requires a certain degree of ubiquity - a business needs to have a footprint in the location or on the device their potential customer is using. Further, they require a high degree of security to make them feel just as comfortable interacting digitally with a merchant as they do in-person. The reality is that providing this consistent, convenient experience requires a high degree of integration between traditionally siloed, channel-specific technologies retailers and restaurants have been using for years. The unfortunate truth for merchants is that the first-movers in omnicommerce have conditioned consumers like me to expect a seamless, consistent experience - and we will focus our attention (and discretionary income) on the brands that provide it.