

Omnichannel Transformation at IKEA



Tamás Szabó
Market Fulfillment Manager -
Hungary

Omnichannel?

The image shows the IKEA logo in large, yellow, 3D block letters mounted on a blue building facade. The background is a clear blue sky with some green foliage visible at the bottom. The logo is partially obscured by a yellow semi-transparent box on the right side of the image.

IKEA

- **Customer needs**
- **Capability**
- **Choice**

The background of the slide features a photograph of an IKEA store's exterior. The large, yellow, 3D 'IKEA' sign is mounted on a blue wall. To the left, a portion of a modern building with a curved facade is visible. The sky is a clear, bright blue. A semi-transparent yellow rectangular box is overlaid on the top left of the image, containing the text 'Overall change'.

Overall change

- **Customer Fulfilment**
- **Commercial**
- **Digital**
- **People**

Commerical development



- PHYSICAL STORE REBUILDING
- DIGITAL SOLUTIONS
- INTEGRATION OF PHYSICAL AND DIGITAL SPACE
- MEETING THE EXPERTS
- CUSTOMER SERVICE AREA

Let's take a view inside

HF solutions – Digital Solutions



Digital tools



27
products
in total

People focus

Engagement

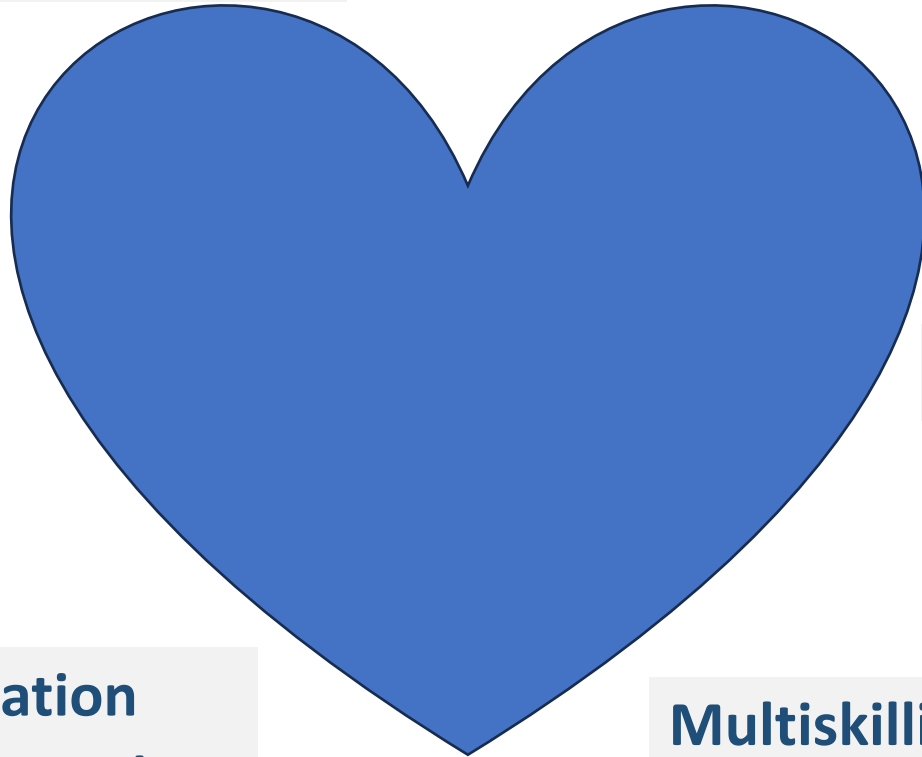
Inclusive job offering

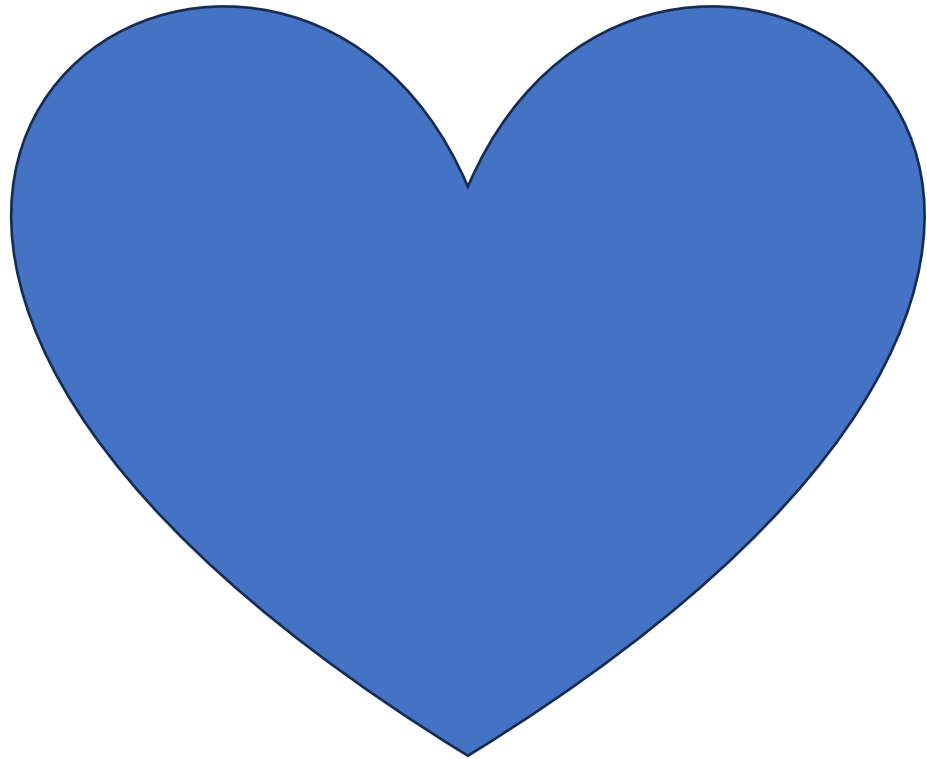
Ergonomics

Upskilling

Organization
development

Multiskilling





TACK!

