



The New Era of AI-Powered Business:

Delivering Seamless Omnichannel Subscription Experiences.



Embracing the New Era of AI-Powered Business

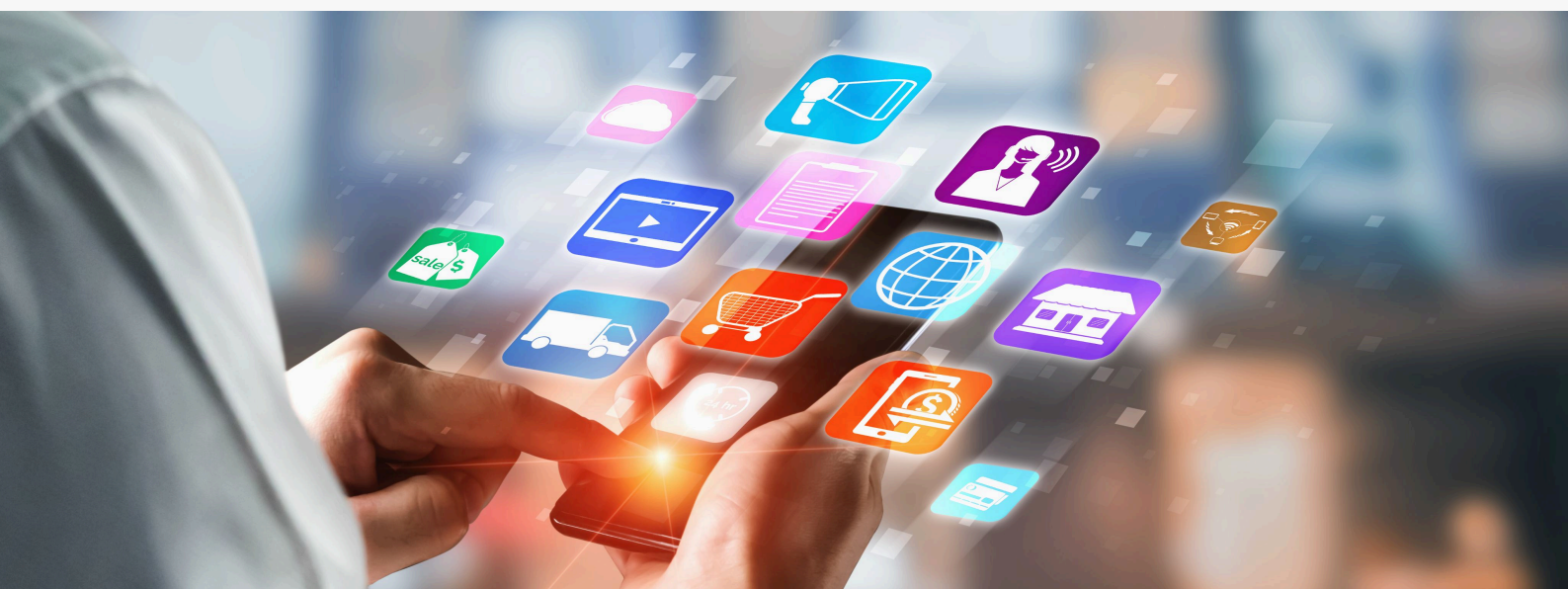
Today's retail and e-commerce leaders operate in a new era of AI-powered business, where intelligent cloud platforms enable unprecedented agility. Organizations are adapting and innovating with AI-driven insights and automation to remain competitive. For revenue, finance, and operations executives, this means reimagining how they engage customers and manage recurring revenue streams. **Omnichannel subscription experiences** have emerged as a key strategy in this landscape – integrating online, mobile, and in-store touchpoints into one seamless journey.

Powered by advanced automation and AI, these experiences can enhance efficiency and fuel customer loyalty, turning one-time buyers into brand ambassadors. In this eBook, we explore how forward-thinking brands are delivering seamless omnichannel subscription experiences, the challenges they've overcome, and how Bluefort's LISA Enterprise built on Microsoft Dynamics 365 provides a scalable, intelligent platform to lead an Omnichannel strategy in the subscription economy.

Warwick Swain
Senior Business Consultant, Bluefort.

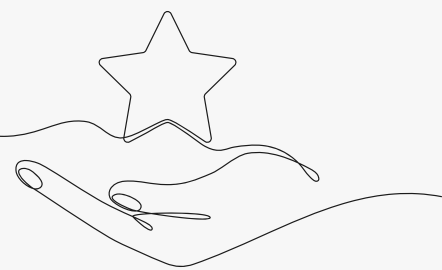
The Rise of Omnichannel Subscription Experiences

Omnichannel refers to a multi-channel approach that provides customers with an integrated, seamless, and personalized experience whether they're shopping on a website, a mobile app, or in a brick-and-mortar store. Unlike old multichannel models where online and physical channels might operate in silos, a true omnichannel strategy unifies all touchpoints. For example, a customer could subscribe to a product online and later manage or upgrade that subscription via a mobile app or even at an in-store kiosk – all with a consistent experience and up-to-date information across channels.



This approach pays off. Research shows that today 73% of consumers use multiple channels during their shopping journey. In return for seamless experiences, customers reward brands with repeat purchases, higher lifetime value, loyalty, and advocacy. One [HBR](#) study found that omnichannel customers are more engaged and spend more – for instance, customers who used 4+ channels spent 9% more on average in-store compared to single-channel shoppers. Retailers implementing strong omnichannel strategies have also seen significantly higher conversion rates – up to **287% higher purchase rates** than with single-channel campaigns. These figures underscore a simple truth: delivering unified experiences across online, mobile, and in-store channels isn't just a nice-to-have, it's becoming essential for sustainable growth.

Real-world trends reflect this shift. Subscription models are extending into traditional retail segments, transforming how brands build customer relationships. Instead of one-off transactions, retailers are seeking “lifetime customer” engagement via subscriptions – from monthly curated product boxes to memberships that offer ongoing perks and complimentary services. Executed well, these programs drive recurring revenue and deepen customer loyalty. A seamless omnichannel subscription experience means a customer can discover a subscription service on social media, sign up on the e-commerce site, get support or make changes through a mobile app, and even redeem benefits or get personalized assistance in a physical store. Each interaction builds on the last. This level of integration creates a **frictionless journey** that today's consumers increasingly expect.



Meeting Customers Wherever They Are (Online, Mobile, In-Store)

An omnichannel subscription strategy starts with a customer-centric mindset: meeting subscribers wherever they are. Modern shoppers move fluidly between channels – browsing a catalogue on their phone, encountering your brand in a physical store, then completing a purchase on a laptop at home. They expect the context to carry over. For example, consider a fitness retailer offering a monthly subscription for athleisure outfits. A subscriber might get a personalized email or mobile alert about a new collection, view the items in-app, and have the option to feel the fabrics in-store before their monthly selection ships. Each touchpoint – mobile, online, in-store – delivers a cohesive experience, with the customer's preferences and subscription status recognized at every step.

Providing this integrated experience across channels yields tangible benefits. Fabletics, an activewear brand known for its VIP subscription membership, illustrates the impact. [Fabletics' data](#) shows that customers who shop in more than one channel spend 2.5× more than those who stick to a single channel. Omnichannel subscribers are often more valuable because they engage frequently and consistently.

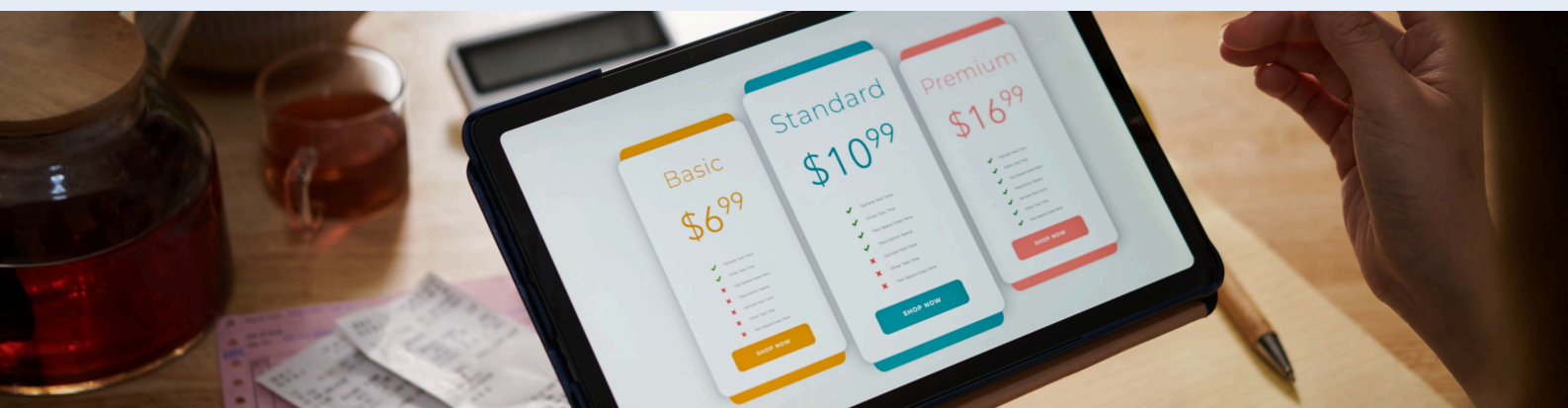
They may shop online for convenience but also visit stores for events or fittings, all under one unified membership. This boosts overall spend and loyalty. In return, they enjoy perks like managing their membership digitally or in person, accessing exclusive in-store subscriber deals, and receiving a personalized touch no matter how they interact with the brand.

Challenges:

Challenges in Unifying Every Touchpoint

Implementing omnichannel subscription experiences is powerful, but not without challenges. Many retailers struggle with **technical and operational hurdles** when unifying multiple channels and customer touchpoints. A common obstacle is the existence of siloed systems. Legacy e-commerce platforms, point-of-sale (POS) systems, and subscription billing tools might all operate separately, leading to fragmented customer data. This makes it difficult to get a single view of the subscriber. As noted in industry analyses, breaking down data silos to create a unified customer view is a foundational step for omnichannel success – yet legacy systems often don't communicate, resulting in disjointed experiences and many a time, non-native integrations bring about maintenance and scaling blockers with big opportunity losses in time wastage.

Another challenge is **real-time synchronization**. Subscriptions involve ongoing changes (upgrades, pauses, renewals) that need to be reflected **instantly across channels**. Ensuring that an update made on a website (like changing a delivery address or swapping a subscription item) is immediately visible to a store associate or customer service agent requires robust integration. Many organizations lack this level of connectivity, leading to delays or inconsistencies that frustrate customers. Inconsistent messaging is also a risk – if marketing, sales, and service channels aren't aligned, the customer might get confusing communications. Maintaining *consistent pricing, promotions, and account information* across channels is complex without unified systems.



Operational **training and processes** must adapt. Store staff need tools to enrol customers into subscriptions and handle inquiries smoothly, like online. Inventory and fulfilment face challenges too—reserving stock for subscribers while serving walk-ins requires tight coordination. Without automation, this becomes labour-intensive and error-prone. A [Forbes](#) survey of omnichannel retailers highlights inventory management and data coordination as major pain points. Managing recurring payments securely across channels also demands a robust, compliant platform.

In short, the vision of a seamless omnichannel subscription often runs into practical roadblocks: disconnected technology, manual workflows, and organizational silos. These hurdles can lead to situations like double data entry between systems, slow response times (e.g., when a subscriber changes their plan but support teams aren't notified promptly), or even lost revenue due to unrecognized subscriber entitlements. Recognizing these challenges is the first step; the next is identifying how **automation and intelligent platforms** can overcome them.

The Key Enablers:

Automation and Intelligence

To unify touchpoints and deliver truly seamless experiences, leading retailers turn to **automation and AI-driven intelligence**. Automation is the connective tissue that links channels together in real time, while artificial intelligence provides the insights and decision-making prowess to personalize and optimize the journey. Together, they form the foundation of a scalable omnichannel subscription platform.

Automation ensures that processes which span multiple systems happen instantly and reliably. For example, modern subscription platforms use **workflow automation** to handle routine tasks: when a customer subscribes online, the system automatically creates the corresponding records in finance, sets up recurring billing, alerts fulfilment to prepare the first shipment, and updates the CRM for customer service – all without human intervention. This eliminates the delays and errors of manual hand-offs. Bluefort's research in developing subscription solutions found that configuring automated flows for all the “touch points” in the subscription lifecycle dramatically reduces the administrative burden on teams. In fact, Bluefort's LISA Enterprise platform leverages Microsoft Power Automate with over 20 configurable integration points to drive automated actions at every stage, **reducing time spent on follow-ups and validation** tasks to nearly zero. The result is a smoother experience for the subscriber and a more efficient operation for the business.

Automation is the connective tissue that links channels together in real time, while artificial intelligence provides the insights and decision-making prowess to personalize and optimize the journey. Together, they form the foundation of a scalable omnichannel subscription platform.

AI-powered insights enhance automation by enabling smarter, personalized interactions. Microsoft's latest business applications strongly emphasize this – “Put AI to work” is a core mantra, highlighting tools like Microsoft Copilot in Dynamics 365 that boost employee efficiency. By unifying data from all channels, AI can analyze customer behavior and preferences at scale. For instance, machine learning models can predict churn risk by examining a subscriber's engagement patterns and purchase history. If activity drops, the system may automatically trigger a personalized retention offer. AI can also **personalize recommendations**: with a 360° customer view, algorithms suggest the best next product or subscription tier, whether the customer is on the e-commerce site or speaking with a sales associate. This level of tailored experience increases customer satisfaction, as it signals that the brand understands the customer's needs across all touchpoints.

Moreover, AI-driven automation improves service quality. Consider a scenario where an AI assistant helps customer service reps by instantly retrieving a subscriber's information and purchase history across channels, and even drafting responses to common inquiries. This speeds up resolutions and creates a consistent support experience. On the operations side, AI can optimize inventory for subscription fulfilment by forecasting demand (leveraging historical data and trends).

Automation connects the omnichannel ecosystem, while AI adds intelligence to make it proactive and customer-focused. Companies using these tools can fulfill the promise of omnichannel subscriptions: providing a smooth, personalized experience for customers that is also efficient, scalable, and sustainable for the company.

Bluefort LISA + Microsoft Dynamics 365

A Scalable, Intelligent Platform

Bridging all these elements is Bluefort's LISA Enterprise solution, built natively on **Microsoft Dynamics 365**. Designed as a gold standard subscription management engine that extends Dynamics 365 Finance, Supply Chain, and Commerce with robust recurring revenue capabilities LISA Enterprise **supercharges D365** with nearly 190% additional subscription management features, delivering native, supercharged Subscription Management within ERP. This native integration approach directly addresses the challenges of unifying touchpoints – by leveraging Dynamics 365 as the unified backbone for finance, operations, sales, and customer service, LISA ensures that all channels work off the same data and processes.

Scalability and intelligence are at the core of this platform. As a native extension of Dynamics, LISA Enterprise inherits the reliability and scale of Microsoft Azure. It can handle large volumes of subscribers and transactions, making it ideal for big retailers and subscription businesses while maintaining strong performance and accuracy. At the same time, it brings industry-specific intelligence: Bluefort has developed capabilities tailored to SaaS, retail & eCommerce, and memberships, drawing on best practices in the subscription economy. For retail executives, LISA Enterprise can manage everything from subscription pricing agreements and promotions to complex billing schedules and revenue recognition—all in one place. **Finance teams** benefit from centralized automation: LISA can handle invoicing, payment collection (including integrations with providers like Adyen, Stripe, or GoCardless), and even revenue allocation. By centralizing subscription financials within Dynamics 365 Finance, companies reduce manual close processes and gain real-time visibility into recurring revenue metrics, improving efficiency and decision-making.



For **operations and IT**, Bluefort LISA provides seamless integration with commerce systems. It operates with Dynamics 365 Commerce out-of-the-box, as well as Shopify and Woo-Commerce, whilst building and maintaining other eCommerce integrations, connecting online storefronts and in-store POS with the subscription backend. This means a subscription sold on an e-commerce site or through a sales associate in a store will automatically be captured in the central system – triggering fulfilment and updates to all relevant departments without any duplicate data entry. Orders, inventory, and customer accounts remain synchronized. LISA captures subscriptions directly from customers via any channel and processes the data automatically in your financials. This omnichannel connectivity is crucial for a unified experience.

Moreover, Bluefort's LISA harnesses **Microsoft's AI and analytics** to empower decision-makers. It includes a **Subscription Management workspace** with embedded Power BI analytics, giving executives an at-a-glance view of KPIs like subscriber growth, churn rates, MRR (Monthly Recurring Revenue), and customer lifetime value. Armed with these insights, leaders in revenue and finance can make data-driven decisions – such as tweaking pricing strategies or identifying at-risk subscribers – swiftly. And with Microsoft's AI Copilot capabilities available across Dynamics 365, LISA users are able to leverage AI power. In practice, this might look like predictive alerts: "Q3 churn is trending higher than last quarter; consider targeted retention campaigns" – surfaced right inside the Dynamics 365 environment and communicated with all necessary teams for action or simple reporting

Bluefort's partnership with Microsoft also ensures that the platform stays cutting-edge. As Microsoft heralds a new AI-powered era, Bluefort aligns by embedding those innovations into LISA Enterprise. The platform exemplifies how a **scalable, cloud-based ERP + CRM + complete subscription solution** can transform an enterprise.

In summary, Bluefort LISA Enterprise + Dynamics 365 acts as the nervous system of an omnichannel subscription business – connecting every node (online store, mobile app, physical store, back-office finance) and infusing it with intelligence and automation. This gives senior decision-makers the confidence that their subscription strategy can scale up and adapt, all on a trusted platform.

Success Stories

Real-World Examples

The concepts of omnichannel and automation come to life when we look at brands successfully executing these strategies. Leading retailers across industries are embracing subscription models to deepen customer relationships – here are a few illustrative examples:

1

Fabletics

VIP Membership Across Digital and Physical Channels:

Fabletics, a global activewear retailer, has built one of the most successful omnichannel subscription programs in fashion. Its VIP membership (a monthly subscriber program) is fully integrated across Fabletics' website, mobile app, and 95+ physical stores. Subscribers can shop online with exclusive discounts or visit stores to use their member credits and enjoy personalized consultations. The result? A unified experience that has driven higher spend and loyalty. Fabletics reports that omnichannel members spend significantly more, with multi-channel shoppers spending **2.5× more** than single-channel shoppers. The company also [noted](#) that when they open a physical store in a new region, online sales in that area increase as well (thanks to increased brand presence and convenience). By blending digital convenience with in-person service under one subscription, Fabletics turned its membership into a growth engine. The key takeaway: giving subscribers flexibility in how they interact (and consistent rewards everywhere) boosts engagement.

2

Walmart

Omnichannel Retail with Subscription Benefits:

The world's largest retailer, Walmart, has been leveraging omnichannel strategies to great success, and this extends to its subscription-style offerings. Walmart+, a membership program, offers unlimited home delivery on groceries and products (online benefit) and perks for in-store shoppers, like mobile scan-and-go checkout and fuel discounts. This hybrid approach merges e-commerce convenience with real-world advantages, encouraging customers to use Walmart for a greater share of their needs. Walmart's leadership has credited membership programs like Walmart+ with strengthening customer

loyalty and contributing to growth in its omnichannel ecosystem ([Walmart Q3: Gaining Market Share with Strong Omnichannel Growth Momentum](#)). In Q3 2024, Walmart saw record growth in membership, which it noted has boosted customer retention and spending (Walmart Q3: Gaining Market Share with Strong Omnichannel Growth Momentum). This illustrates that even legacy brick-and-mortar retailers can successfully deploy subscription models (in Walmart's case, a paid membership) to unify the customer experience across channels. By linking online and in-store with subscriber benefits, Walmart boosts customer lifetime value and competitiveness.

3

Pret a Manger

Subscription Driving Foot Traffic:

In the food and beverage retail sector, Pret a Manger introduced its "Club Pret" coffee subscription which provides up to 5 drinks a day for a flat monthly fee. While sign-up is digital, the consumption is obviously in-store. This clever omnichannel strategy (digital enrolment, in-store redemption) significantly boosted Pret's foot traffic and sales. After launching the subscription, Pret's stores in one city saw transaction counts jump 36% in the following month ([Coffee Subscriptions Can Yield Double-Digit Transaction Growth for QSRs | PYMNTS.com](#)). Subscribers visited far more frequently – many nearly every day – demonstrating how an appealing subscription can increase customer visits to physical locations. Pret also integrated the subscription with its mobile app for quick scan-and-get service, ensuring the process is frictionless. This example highlights how automation (integrating subscription verification into the POS system) and a seamless mobile experience can turn a subscription into both an online and offline success story.

4

Best Buy

TotalTech for Integrated Support:

In consumer electronics retail, Best Buy launched Totaltech, an annual subscription that provides tech support, extended warranties, and exclusive pricing. This service ties into both e-commerce and in-store experiences: subscribers get special pricing automatically in their online account and can access Geek Squad services in store at no extra cost. Within a year of launch, Totaltech amassed millions of members and over \$1.2 billion in annual revenue, as reported in 2023, showing strong customer adoption. Best Buy's omnichannel execution means a customer's membership status is recognized whether they're buying a TV on BestBuy.com or scheduling an in-home installation in a store (Totaltech: Why Best Buy's New Loyalty Program Will be a Big Hit). The seamless integration of the subscription benefits into all sales and service channels has helped Best Buy differentiate itself and build deeper loyalty, especially as electronics buyers increasingly expect ongoing service.

Each of these examples underscores a common theme: a unified platform and strategy behind the scenes. The success stories come from brands that invested in connecting their channels and automating the subscription journey. They use data from every touchpoint to enrich the customer experience – whether that's a sales associate who already knows a shopper's preferences when they walk in, or an app that instantly updates when a customer makes a change in-store.

The brands also leverage AI and analytics to refine their programs (for instance, Fabletics uses AI-driven CRM to

tailor communications, and Walmart employs advanced analytics to personalize offers for Walmart+ members). These real-world cases demonstrate that omnichannel subscription models, supported by the right technology, can significantly increase engagement, wallet share, and brand loyalty (In-store subscriptions: the omnichannel growth opportunity). They provide inspiration and validation for organizations starting a similar journey.



The Future of Subscription Models in Retail

As we look ahead, subscription models in retail are poised to become even more pervasive and innovative. The line between product and service is blurring – retailers are not just selling items, but ongoing *experiences and outcomes*. Several forward-thinking insights can be drawn about the future:



Everything-as-a-Service: More products will be offered “as a service” via subscription. We already see this with automobiles (subscription access to cars), clothing (rental subscription programs), and even furniture. This trend is likely to grow, as consumers (especially younger generations) prioritize flexibility and access over ownership. Retailers that traditionally relied on one-time sales may develop subscription offerings for continuous value (for example, a home improvement retailer might offer a subscription for tools-as-a-service with swap options). This model fosters ongoing customer relationships and predictable revenue.



AI-Powered Personalization at Scale: The new era of AI in business means future subscriptions will be hyper-personalized. AI will analyse customer data to create uniquely tailored subscription plans – adjusting product selections, frequency, or rewards to fit individual preferences and life stages. Imagine a fashion retailer whose AI designs a personalized clothing subscription each month based on the subscriber’s recent social media likes, local weather, and past purchase feedback. This level of personalization can delight customers and reduce churn. AI-driven chatbots and virtual shopping assistants will also play a bigger role in subscription customer service, providing instant, intelligent support 24/7.



Omnichannel 2.0 – Immersive and Boundaryless: The concept of omnichannel will extend beyond traditional channels. Future retail subscriptions might integrate experiences in the metaverse or other digital realms with physical world benefits. For example, a sportswear brand could have a subscription that provides apparel shipments and access to virtual training sessions in VR – merging digital content with physical products. Additionally, as IoT devices proliferate (smart home, wearables), they will become new “channels” feeding into the omnichannel experience. A smart fridge might detect when you’re low on a subscribed grocery item and automatically cue an order for you. These innovations will further remove friction – the subscription experience becomes omnipresent but invisible, simply delivering what the customer needs when they need it.



Deeper Integration of Loyalty and Subscriptions: We will see loyalty programs and subscriptions converge. Rather than separate initiatives, many retailers will fuse them into premium membership models (as Starbucks is reportedly exploring, turning their loyalty points system into a paid subscription for extra perks). This gives customers the best of both worlds: rewards for engagement and guaranteed ongoing service. The future of customer loyalty in retail is likely subscription-based ([Subscription Models in Retail: The Future of Customer Loyalty | Toshiba Commerce](#)), as subscriptions inherently encourage repeat engagement. Retailers will differentiate through exclusive subscriber communities, events, and content – deepening the emotional connection with their brand advocates.



Data-Driven Agility: Finally, the future will favour retailers who treat data as a strategic asset. Subscription models generate rich data on usage patterns, preferences, and payment behaviours. Combined with AI, retailers will increasingly predict trends and adapt their subscription offerings rapidly. We can expect more dynamic subscription pricing (e.g. usage-based subscriptions or tiered plans that adjust automatically based on customer behaviour) to cater to individual demand curves. Operationally, advances in robotics and fulfilment automation will make even same-day subscription deliveries commonplace, further enhancing the value proposition of retail subscriptions.

In essence, subscriptions in retail will evolve from a niche offering to a mainstay of customer engagement and revenue strategy. Those who leverage omnichannel platforms with strong AI and automation capabilities (like Bluefort’s LISA on Dynamics 365) will be best positioned to capitalize on these trends. They will have the agility to experiment with new models, the insight to refine them, and the infrastructure to scale them.

Building the Future with Vision and the Right Platform

Delivering seamless omnichannel subscription experiences is both a strategic opportunity and a complex challenge. It requires a **visionary approach** – one that puts the customer at the centre of every channel and interaction – and marries it with robust technology to execute flawlessly. As we've discussed, automation and AI are indispensable in unifying touchpoints and handling the intricacies of subscription operations. They empower organizations to provide the kind of personalized, immediate, and consistent service that turns subscribers into long-term brand advocates.

Bluefort LISA Enterprise with Microsoft Dynamics 365 addresses the pains of siloed systems, manual processes and limited insights, with an AI-ready solution for an omnichannel driven subscription offering. It aligns with Microsoft's delivery of AI powered connected data, while focusing specifically on the nuances of subscription and recurring revenue models.

This combination allows senior decision-makers in revenue, finance, and operations to execute their strategies knowing the technology will support growth, compliance, and innovation.

In conclusion, the path to delivering seamless subscription experiences across online, mobile, and in-store channels is paved by investing in the right approach and tools. Retail and e-commerce executives who champion these initiatives will not only **unlock new revenue streams and efficiencies but also future-proof their organizations** in an era where customer expectations continue to rise. The subscription model – powered by omnichannel reach and intelligent automation – is more than a trend; it's a paradigm shift in how businesses build relationships. The message is clear: equip your team with the best platforms, and deliver the seamless experiences that will define the next generation of retail success.

Warwick Swain

Senior Business Consultant, Bluefort.

Speak to us today for an \$18,000 Microsoft Funded ERP Vision & Value Report, delivered by a Microsoft Solutions Partner.

Get Started →



Bluefort, Triq l-Oratorju,
Naxxar NXR 2504, Malta



www.bluefort.io



info@bluefort.io

