

7 TIPS TO TAKE YOUR CX STRATEGY OMNICHANNEL

Customer Experience (CX) is coming to define a new age of brand/customer relationship. But CX's core principle is providing a consistent experience across every touchpoint.

TO ACHIEVE TRUE CX TRANSFORMATION, WE NEED TO GO OMNICHANNEL.

01 VISUALISE CUSTOMER JOURNEYS

Omnichannel means opening your brand up to more customer journeys than ever before. You need to visualise these in order to fully understand the CX you provide.

Understand how customers interact with your brand in every stage of the customer journey, from awareness to purchase to advocacy and beyond. Also define how you want customers to feel.



02 BRIDGE THE PHYSICAL-DIGITAL GAP

Omnichannel only works if you understand that customers see no difference between your brand's physical and digital experiences. A bad time in one will translate to the other.

Nike understands this better than most. They brought their digital experience to their retail stores, allowing customers to personalise products on terminals and to share their purchases on a social media wall.



03 HARNESS NEW TECHNOLOGY

Omnichannel means customers can find you across every channel.

Look to new technologies like Progressive Web Apps (PWAs) and Conversational AIs to engage with customers through new channels.

But tread lightly: you don't want to frustrate customers with a poorly developed experience.



04 MAKE IT RELEVANT

This is important. Your CRM is a good starting point for creating exceptional experiences everywhere, but your customers also want to enjoy an individualised experience.

Tailor each channel to ensure it can deliver personalisation. For instance, display relevant offers to customers to increase your conversions.



05 DON'T NEGLECT VOICE INTERACTION

In a digital world, we forget that people feel most comfortable when talking to another person.

Don't neglect the role of your contact centres or the importance of your brand ambassadors anywhere.

Show customers how they can get in touch easily and ensure your brand ambassadors have quick access to customer data.



06 ENHANCE YOUR CRM AND MAKE IT MORE AVAILABLE

Your CRM should be the port of call for all customer information and data.

Brand ambassadors need to be able to access this quickly and easily.

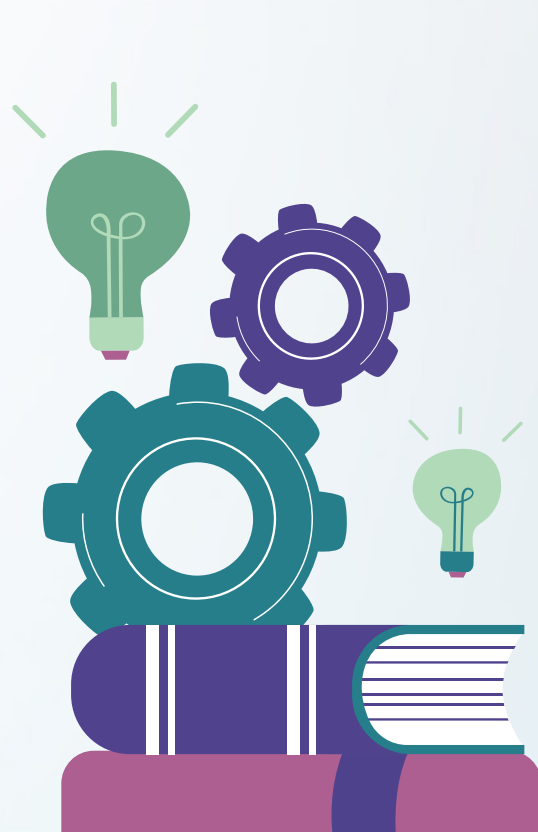
In practice, this means that no matter if a customer gets in touch via email, contact centre, in-store or via chat function, employees will have everything they need.



07 MAKE IT GENUINE

It's no use making your brand customer-centric if your heart isn't in it. Customers are great at sniffing out authenticity. If you don't care, your customers will know it.

Make sure your CX is genuine, not just a cynical ploy to make money. Build a relationship with your customers, giving value to your interactions.



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