

The Role of Omnichannel in Customer Journey

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Building meaningful, mutually beneficial relationships with your customers is not an easy task. It requires introducing customer-centric approach and providing seamless experience throughout the entire customer journey.

Seems tough to execute? There's one proven way to make it happen. It's called omni-channel.

- Businesses that adopt omnichannel strategies achieve 91% greater year-over-year customer retention rates compared to the businesses that don't ([Aspect Software](#))
- Companies with powerful omnichannel customer engagement retain on average 89% of their customers, compared to 33% for companies with weak omnichannel customer engagement. ([Aberdeen Group](#))
- Omnichannel shoppers have a 30% higher lifetime value than those who shop using only one channel. ([Google](#))
- 87% of customers think brands need to put more effort into providing a seamless experience. ([Zendesk](#))
- By 2020, the demand for an omnichannel customer experience will be amplified by the need for nearly perfect execution. ([PricewaterhouseCoopers](#))



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What is omni-channel communication?

The idea behind omni-channel communication consists of several aspects:

- using multiple channels,
- maintaining relevant and consistent communication,
- enabling people to take action in the most suitable way.

The base of omni-channel is conducting communication in multiple channels, but the key lies in these three words: relevant, consistent and suitable.

In other words, omni-channel entails not only using various channels, but more importantly making it all work as a one coherent system that adjusts to each client's needs.

Inconsistency and irrelevancy makes you look careless or negligent. The opposite lay grounds for closer, similar to human-like relationships.

Role of omni-channel in customer journey

From the perspective of customer journey, omni-channel strategy has a slightly different purpose.

It is to lead people through a complete, consistent and chronologic string of events that establish relationship and move them down the funnel, from the first contact to brand advocacy.

Such communication should be inspired by person's behaviour and delivered through the most preferable channel. People switch them all the time. From Messenger to LinkedIn, from email to SMS, back and forth.

And they expect companies to do the same.

One of the indirect advantages of such strategy is that you can contact your audience more often. Each channel having its unique characteristics serves a bit different purpose. If you make them complement instead of cannibalize each other, you will stay at the top of customers / leads minds without looking spammy.

Below is an exemplary list of channels you could use at each stage of your funnel.

Awareness:

- Forums
- Groups

- Industry media
- Paid ads
- Influencers
- PR stunts
- Brand ambassadors
- Content sharing sites
- Word of mouth

Desire:

- Website
- Social media profiles
- Blog
- RSS Feed

Interest:

- Email
- Push notifications

Action:

- Personalized, targeted remarketing ads
- Optimized landing pages
- Dynamic page content
- Automatic chat messages
- Chatbot
- Pop-ups
- Brick and mortar stores (design, banners, staff etc.)

Delivery & use:

- Live chat support
- SMS
- Phone calls

Advocacy:

- All of above
- Mobile app

In the next chapter, where I suggest steps to developing your funnel-oriented omni-channel communication, you'll need to write down your own touchpoints, and match channels to each situation.

How to create your omni-channel communication

1. Define channels you can use

Think of all the ways you can interact with your potential and current customers.

Prepare a list of direct channels such as your email, web push notifications, live chat etc., as well as media they follow, social media they use, or places they visit.

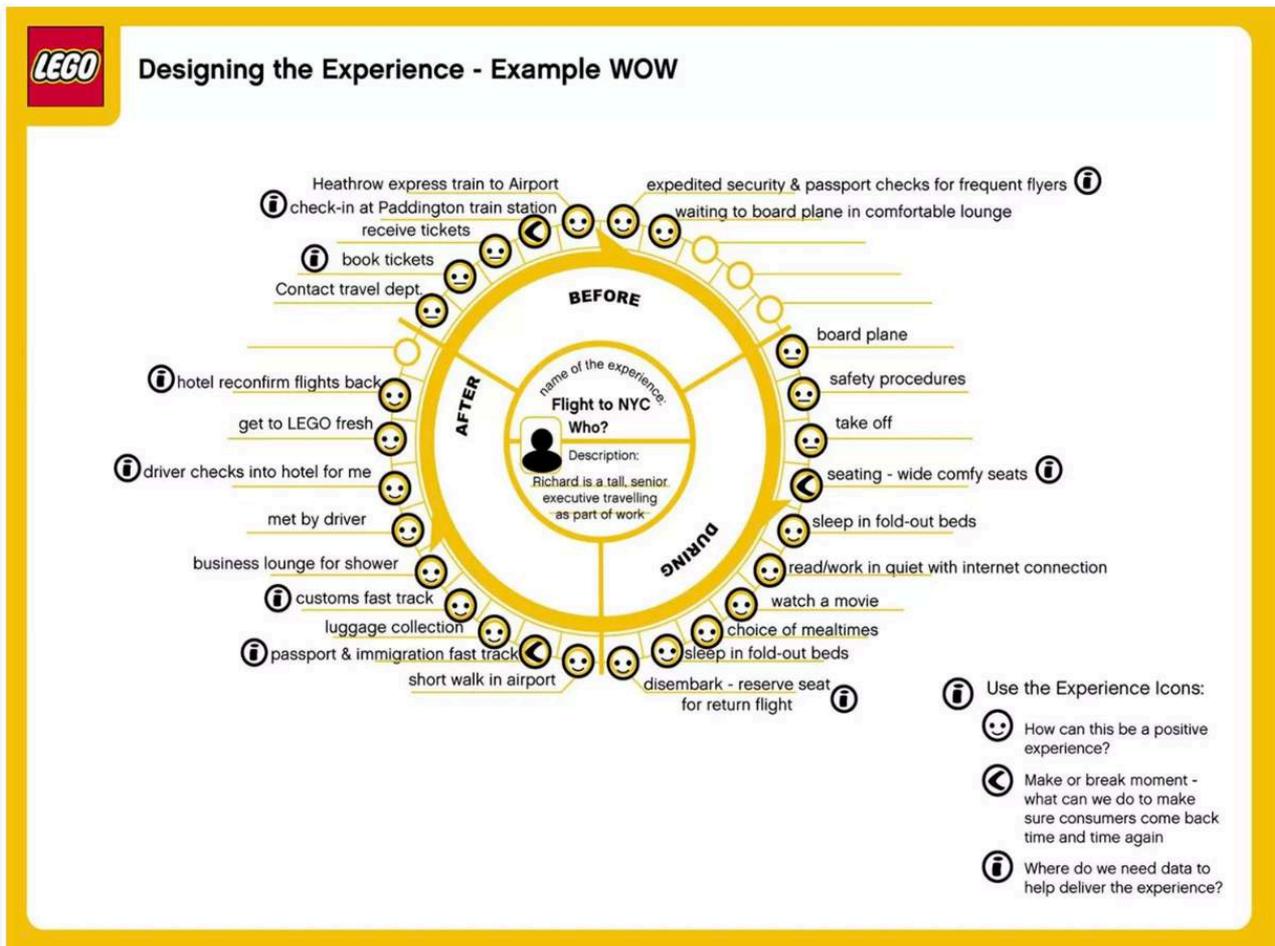
If you wanted to check out an extensive channel list I've found on the web, [here's the link](#). Perhaps, you'll find there something you haven't thought about before.

2. Audit your customer journey

It's time to review your customer journey. Write down all steps leading to, as well as following a purchase. Try to be as thorough as possible.

Include even the smallest actions your customers take and situations they find themselves in.

With help comes here a tool called Customer Journey Map, an example of which you can see below.



2.1 Customer Journey Map, Lego example (source: [link](#))

Additionally, we've prepared for you a template that is focused on communication itself.

user.com	Stage goal	Customer activities	Potential problems and uncertainties	Messages addressing each problem	Channels
Awareness Situation 1 Situation 2 Situation 3 Situation 4 Situation 5	Increase brand awareness	Not specified	No knowledge about your brand
Interest Situation 1 Situation 2 Situation 3 Situation 4 Situation 5	Describe a problem and a solution
Desire Situation 1 Situation 2 Situation 3 Situation 4 Situation 5	Educate about your product
Action Situation 1 Situation 2 Situation 3 Situation 4 Situation 5	Inspire purchase
Use and delivery Situation 1 Situation 2 Situation 3 Situation 4 Situation 5	Increase satisfaction
Advocacy Situation 1 Situation 2 Situation 3 Situation 4 Situation 5	Build loyalty and turn customers into brand advocates

If you've registered for our free course, in the email you'll find a link to the downloadable version.

3. Match channels to situations

Think how you can approach your customers to improve each tiniest step in the journey. Take into consideration feelings and potential obstacles that hold people back from moving further down your funnel, and use the most suitable way to address these problems.

Example:

Situation: Customer is stuck in the checkout phase

Problems and uncertainties: Is it the right product? Do I really need this? Isn't it too expensive? Maybe I'll buy it later? Is the store trustworthy?

Messages: Remind about benefits, Show the product in use, Send a limited-time discount, Show a trust badge, Provide live support

Channels: Live chat, Chatbot, Dynamic page content, Email, Web push notification, Remarketing ad

Tip:

In this particular example, it may happen that a person leaves your store in one of tens of open browser tabs, and forget to complete the purchase. Sending an automatic chat message should make the tab title flicker (saying, e.g., "1 New message") and bring the person back to your website.

4. Use Marketing Automation system

Introducing successful omni-channel communication may be hard, or even impossible to implement without Marketing Automation.

Firstly, creating messages and managing various channels is a lot of work. It would be pointless if you were to do all the work again and again for different customers.

Secondly, with MA you can carefully plan your customer journey for each persona, prepare everything once and trigger appropriate messages when the time comes. Having such a plan which is executed automatically, leaves almost no place for inconsistency.

Of course, it's not how it works in every channel, but most of the direct-contact channels can be automated. For example, with User.com you can automate:

- emails,
- web and mobile push notifications,
- single chat messages,
- chatbot conversations,
- pop-ups,
- SMS,
- call management,
- and last but not least - adjust your website on-the-fly.

5. Keep history of each customer's interactions in one place

It's best to have one command center, where you'll manage your communication and keep record of all actions your customers have taken. This way you'll be able to make sure your messages stay consistent over time, and across all channels.

What is more, it may happen that a customer has to contact you several times with the same problem. Having one place with all the information will help different agents stay on the same page without making the client describe the problem over and over again.

Additional hints:

a) Integrate offline and online channels

If you have brick and mortar stores, you need to make sure, e.g., your offer in offline store matches what customer can find on the Internet. People often tend to review products on your website and then buy in a real store.

Another great example of successful offline-online integration would be showing product availability in specific offline stores, or letting people buy online and pick it up in a real store.

b) Introduce changes in all channels simultaneously

As I've said multiple times, all your communication should be consistent. If something changes in your communication, make sure that messages in various channels don't contradict each other.

About User.com

Right from the start it tracks every step of each website visitor and lets you automate segmentation, scoring, communication and other marketing, sales and support tasks. It makes your life easier providing one interface for all your communication.

You'll find there:

- email marketing,
- live chat,
- chatbot,
- push notifications,
- call center,
- SMS dispatch,
- pop-ups and
- dynamic page content.

With an automated CRM and full information about each lead sales team can focus on selling and forget repetitive tasks.

Analytics and reporting modules let managers have full control over their team's performance.

Our pricing starts from **from 79\$**.

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