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# DAVID ADAMICK – BLOG

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## **5 Ways to Improve Omnichannel Customer Experience**

The importance these days of the *omnichannel customer experience* cannot be overstated, particularly as consumer expectation of a more personalised, 1:1 service continues to evolve. And customer experience will be king. Social media, text, email, instant messaging are all outlets to be integrated and harnessed; all elements to help build a positive business profile and purchasing process. For businesses, then, this new realm of competition is expanding, yet it is not one in which all are realising their full potential. Therefore, it is one in which advantage can be gained. Gained then maintained, of course, requiring regular improvements and innovations to meet the obligations of the modern brand experience.

### **Channel Crossing**

Cohesion instils confidence. A visually seamless cross-over between channels ensures flow and completion of the brand experience where discrepancy, irregularity or lax adherence to ID guidelines are awkward, disjointed, at times suspicious, and can often endanger consumer confidence. Align your style: a prospective shopper landing on a page with an outdated logo, for example, will instantly feel uncertainty in the process. The successful omnichannel customer experience is instead a singular, pre-purchase route telling the same story across all channels; one that breeds trust and encourages return visits.

## **Gone Mobile**

Currently the greatest oversight by businesses, despite an ever-greater number of users purchasing via mobile phone. Simply put, businesses are not responding to their expectations. Slow loading times, navigational/display errors, unhelpful search results etc., all contribute to an increasing reluctance among consumers to re-engage with any business that suffers them a frustrating mobile-purchasing experience. Being responsive, therefore, means *responsive* web design, a *de rigueur* practice for the modern-day site developer. Those who haven't optimised are at a disadvantage.

## **Centre of the Universe**

Make customers' universe your universe, then establish through which channels to find them in it. Understanding their online presence, where they research, what personalised interactions they expect, the general nature of their querying – all are key to a more solid footing by which to build a more durable relationship. And from which to then improve your response times. Responding to customer queries with greater promptness is without doubt the new frontier of advantage within the omnichannel experience. Not only does it enhance engagement with potential consumers but minimise churn from existing ones.

As a final flourish, consider integrating your customer support channels into your record keeping: having clear and articulate accounts of queries and complaints facilitates greater ease in addressing issues with this greater promptness. Moreover, this will give you scope to tailor your omnichannel experience according to what you learn about your clientele's preferences.