SHIFT IN CONSUMER BEHAVIOR
WORKBOOK

Part 3: Omnichannel Strategy

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OMNICHANNEL STRATEGY

An omnichannel customer experience consists of individual touchpoints (where customers interact with your business) on multiple channels, like social media, mobile, email, and in-store communications. By providing a seamless interaction with your brand across all channels, your business provides a more fluid customer journey and boosts customer satisfaction, which will retain customers for the long term.

List your business touchpoints, which are the ways your customer interacts with your business.
(Think: social media, website, in-person selling events such as festivals, fairs, etc.)

Whether customers are visiting your brick-and-mortar store or viewing your business on their mobile device, their experience should be the same. Your customers should see the same branding, be familiar with your business' personality, and be able to move from each touchpoint without experiencing any concerns.

Putting yourself in your customer's shoes, what are they seeing, thinking, and doing on each of your above touchpoints?
Consider the following questions in this evaluation:

Are they experiencing consistent branding?

Is your messaging personal and tailored to your customer expectations?

Are there any issues your customers experience with these touchpoints?

What steps can you take to resolve these customer experience concerns?

TIPS FOR REFERENCE

- Make sure your messaging is consistent across all platforms including email, social posts, your window displays, etc.

- Maintain your brand colors, imagery, and logos across all channels

- Build customer trust by delivering a unified brand experience

- Provide a great customer experience across all channels to boost customer loyalty and your bottom line