



The Resulticks Omnichannel
Readiness Bootcamp

OMNICHANNEL DELIVERY: A Primer





Introduction

Today's customers inhabit a world of digital devices, touch points, and channels. Technologically savvy and everywhere at once, they have become channel agnostics, scrambling traditional concepts of the customer journey at every turn.

According to Google, roughly 85 percent of online shoppers begin transactions on one device and complete them on another. For these moving targets, one thing stays constant—their demand for personalised experiences. In the age of omnichannel, this means seamless user journeys that delight each individual at every turn every time.

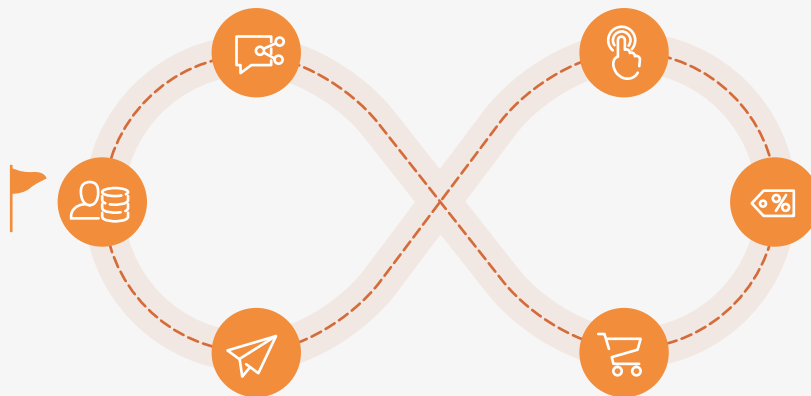
Brands have no choice but to keep up. One-off communications and fragmented journeys won't cut it; brands must map out and deliver omnichannel experiences that reflect and evolve with their diverse customers without a glitch.

So, what exactly does omnichannel mean?

Omnichannel isn't “every channel all at once”

For starters, omnichannel engagement does not mean a bombardment of messages across every channel at once. Neither does it involve an endless churn of communications with little or no pause in between.

Brands that create “marketing clutter” by volumising communications overwhelm audiences and diminish the collective value of their marketing content. Flooding every user channel with high levels of irrelevant messages actually disengages and annoys audiences.



Compare that to the kind of engagement that goes beyond channel coverage and speed to break through the wall of clutter and provide customers with relevant interactions through the best channels and at the right moments.

Omnichannel engagement done well means personalised, real-time communications with customers that creates a holistic user journey. It leverages the most relevant channels and platforms to deliver a seamless experience that reflects the individual's interests, habits, purchasing patterns, and more.



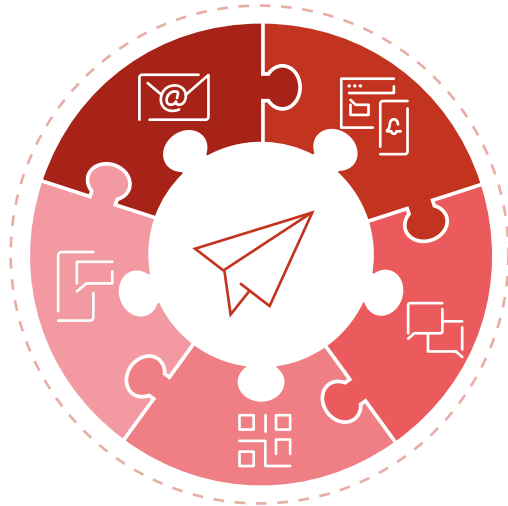
Omnichannel starts with a unified customer view

Developing a unified and comprehensive view of each individual customer is the foundation of a comprehensive omnichannel strategy. From there, the specific tactics and communications can be determined based on a combination of demographic, social, behavioural, transactional, and emotional attributes.

Tailoring omnichannel communications goes beyond refining content or targeting the right audience, however. Brands must know when, where, and how often to engage their audiences. They must also calibrate every interaction to fit into a customer's ongoing journey and propel it forward with a relevant, contextual interaction. To keep up with customer expectations, brands can continuously enrich their customer data to inform and facilitate the mapping and execution of even more impactful user journeys.

Map user journeys and prepare to adjust

Key to omnichannel delivery is the mapping of user journeys based on consolidated and in-depth audience insights—but it's not the entire story. Consumers are always on the move, and an ever-growing number of factors can change at any moment. Marketers should monitor the related data and trends in real time and be prepared with contingencies to adjust communications and experiences accordingly.



But there's more to this challenge. A cookie-cutter customer journey simply doesn't exist. Consumers, returning and new, can show up on any channel, and they expect the brand not only to meet them there, but also provide an experience specific to them in that moment and relevant to their ongoing journeys. It's crucial, therefore, that marketers obtain or develop the capabilities to respond to specific triggers and tailor interactions to each and every customer, regardless of the channel.

Accompany each individual journey



Brands often encounter another challenge as they aim for omnichannel delivery—the inability to accurately identify individual customers as they appear across different channels. That challenge becomes even more complex as brands attempt to continuously track individual customer journeys across touch points and measure their impact on growth.

This could be attributed in part to the absence of a sufficiently robust data foundation, which leads to an incomplete and siloed customer view. More problematic, perhaps, is the lack of tools to properly execute audience tracking and identification throughout an omnichannel journey.

So, what should marketers expect from an omnichannel solution? First, it should enable them to determine whether a visitor is a known or unknown individual. Then, as data permits, it should not only identify the individual with the support of a robust identification engine, but also constantly enrich each individual profile with as many new data attributes as possible with every interaction.

To facilitate holistic, seamless engagement, after identifying a customer, the marketing automation platform should immediately leverage relevant attributes (e.g., channel and content propensity, and purchase intent) to contextualise responses and optimise outcomes. Finally, it's also critical to pinpoint the touchpoint where the campaign's conversion objectives are achieved and accurately measure their ROI and revenue contributions.

Embracing new channels, one step at a time

New channels and technologies emerge constantly. Brands need to monitor these developments and strategically adopt new channels, or revamp existing ones, to maintain a competitive edge.

More specifically, brands should prepare now for the imminent “**voice revolution**” of chatbots and voice assistants. Industry experts estimate that over 50 percent of all internet searches will be conducted through voice assistants like Amazon Echo and Google Home within a year. A study conducted by PwC indicates that more than half of Americans used a voice assistant to make purchases in 2018, and roughly 25 percent said they would consider doing so again. The same study cited chatbots as a valuable asset for “providing personalised, on-demand customer service that removes friction from the purchasing process.”

Of course, no brand should augment its channel mix in the same way as any other, and the timelines for doing so will look different. Their channel adoption strategy should account for the diverse habits and preferences of the brand's unique audience mix. Introducing voice-based interactions might not pan out ideally for an insurance provider with a primarily senior customer base. Instead, it might be more effective for it to focus on encouraging mobile engagement.

Forging a path towards omnichannel can be daunting. However, the reinventions and innovations it demands will be more than worth it. With a unified customer data foundation, a tailored channel adoption strategy, and a dynamic approach to audience journeys, brands are sure to cultivate a frictionless, ever delightful conversation with their customers.



10 tips to build your omnichannel gameplan

1

Assess your omnichannel maturity level against competitor efforts and customer expectations. Sketch out a strategy and a timeline to raise the maturity levels of existing and new channels.

2

Map out your omnichannel strategy based on your customers' demographics, behaviour patterns, preferences, interests, and relevant trends.

3

Define your content, interaction, and lifecycle strategies to align with your overall omnichannel strategy and to address identified pain points in your current customers' journeys.

4

Build, script, and architect a wide variety of interactions at every step of the omnichannel journeys. Don't forget to assess the consistency of these interactions.

5

No two customer journeys are exactly alike. Introduce the right processes and capabilities to respond to customer actions in real-time and seamlessly contextualise their experiences across the lifecycle.

6

Build or obtain the capabilities to identify and track individual visitors across touch points. Mistaking one individual for another or totally failing to recognise someone could result in irrelevant communications, damaged trust, and lost conversions.

7

Test the journeys you've built with small audience groups. Address gaps in their experiences. Keep at it as you roll out the journeys for a wider audience.

8

Secure the right solutions to distill valuable audience insights, deliver seamless interactions across channels and at scale, make mid-course corrections to customer journeys, and measure performance in real-time.

9

Plan multiple campaigns to feed data into your metrics and harness more audience data for a comprehensive view of your customers and their journeys. But make sure your data is properly consolidated—it's the basis of omnichannel engagement.

10

Deploy multi-touch attribution to identify key touch points and optimise future omnichannel efforts.



About Resulticks

Built from the ground up by marketers for marketers, Resulticks is a real-time conversation cloud enabled by the world's first marketing data blockchain. With its big data-driven, AI-powered, omnichannel approach, Resulticks is changing the marketing automation landscape worldwide. Resulticks' global presence includes the United States, India, Australia, and APAC.

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