Consumer Experience
in the Digital
Environment

E-Commerce and Omnichannel Marketing Unit 8

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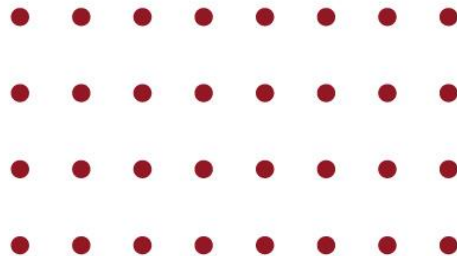
Contents

- Omnichannel delivery of a consistent, personalized experience for shoppers
- Omnichannel vs. Multichannel e-Commerce
- The role of e-Commerce in optimizing customer experience through omnichannel marketing
- Omnichannel e-Commerce strategies and shopper retention, and sales conversions across all channels

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What is Omnichannel Marketing?

Omnichannel marketing is a strategy that aims to create a seamless shopping experience from the first touchpoint to the last, regardless of the channel your customer is using.

While that seems like it's vague, that's because it can be implemented in a variety of ways. The point is that every time a customer has an interaction with your brand, or a touchpoint, it needs to feel like a continuation of the previous one.

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How is Omnichannel Marketing Achieved?

By making sure that every time your brand is in front of your customer's eyes, no matter what channel they use, the message that you're sending is relevant to that customer.

BUT, Isn't that multichannel marketing?

What is Multichannel Marketing?

Multichannel marketing means having a unified message across all channels. However, that message isn't necessarily going to be relevant for each individual customer.

It might be relevant for the vast majority, but there won't be the level of minute personalization you get with omnichannel marketing.

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The Difference Between Multichannel and Omnichannel Marketing

The biggest difference between multichannel marketing and omnichannel marketing is **where the customer lies in your strategy**.

Personalization is where omnichannel marketing has yet to be beaten by any other marketing strategy. That's because it places your customers at the center of the entire marketing structure. At every touchpoint, your brand's messages adapt to exactly what your customer needs, as well as the channel they choose to communicate with.

By placing your customer at the center of your marketing strategy, not only is every message appropriate for the channel but also relevant to exactly where they are in the customer journey.

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The Difference Between Multichannel and Omnichannel Marketing

The better their experiences are when interacting with your brand, the more interactions they will want to do. That gives you access to more data. When integrated into a powerful omnichannel marketing tool, that data will lead to better personalization and, consequently, more sales and better brand affinity.

What is Multichannel e-Commerce?

In a multichannel strategy, an e-Commerce brand develops its sales presence across multiple channels. The primary focus is to have homogenous product content across all channels that serve customers in only those channels. However, there is no integration between channels, and the actions of a customer or marketing team in one channel are not shared with the others.

Product Information Management (PIM) can create and manage your product catalogs and distribute them across Amazon, Google Shopping, Shopify and more. This saves time and resources for your team and improves your positioning on the digital shelf.

What is Omnichannel e-Commerce?

The focus in omnichannel ecommerce is the customer, rather than the product. A brand is present across multiple channels that are fully integrated with one another.

This enables you to create a seamless customer experience between one channel and another, and leverage knowledge gained from one channel to improve the conversion rate on other channels the same shopper visits.
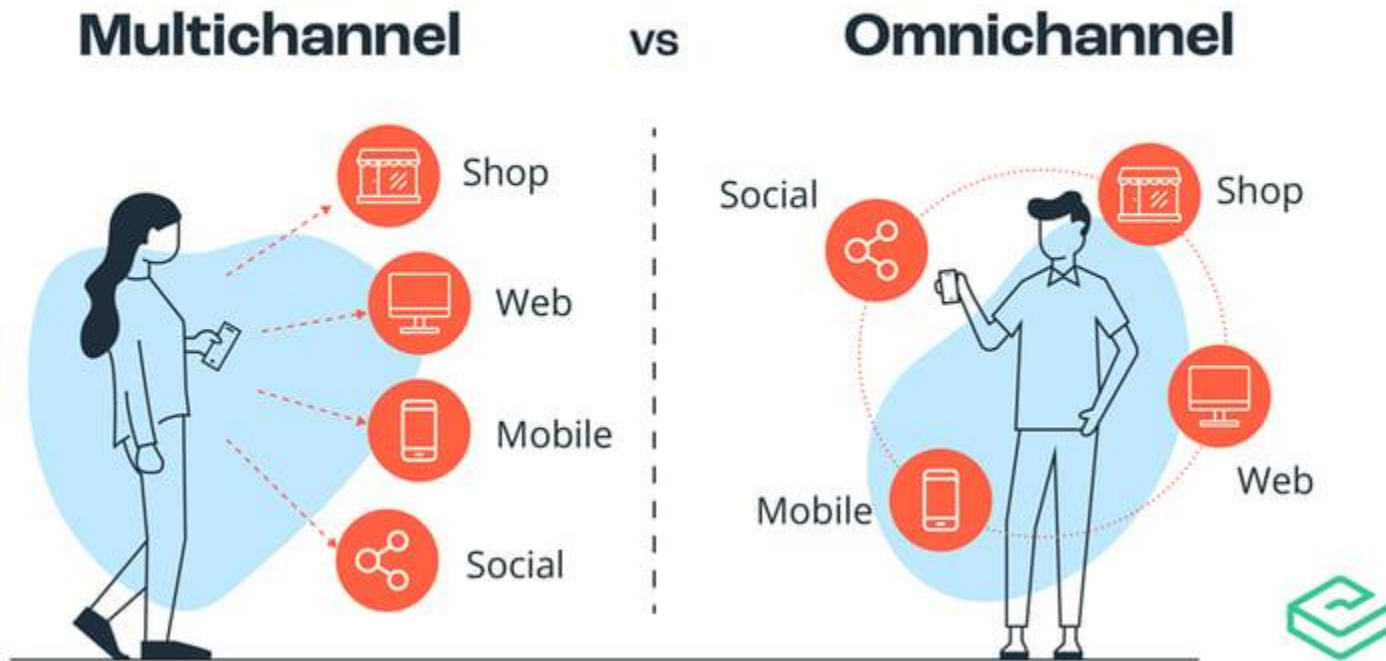
Before distributing across multiple channels, it's vital to ensure the data in your product catalogs is accurate and optimized. Improve the quality of your product data with a PIM system to set your catalogs up for success and improve the overall experience of your customers.

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Difference Between Omnichannel and Multichannel e-Commerce

Omnichannel strategies can also provide actionable results that multichannel cannot:

➤ Increased customization in consumer treatment and marketing actions
➤ Increased sales conversions
➤ Positive customer satisfaction and loyalty
➤ Higher consistency in product data across all channels
➤ More comprehensive and accurate customer information

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Difference Between Omnichannel and Multichannel e-Commerce

Multichannel vs **Omnichannel**

Multichannel: Shop, Web, Mobile, Social

Omnichannel: Social, Shop, Mobile, Web

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How to Create an Omnichannel Customer Experience ?

1. Find out your customers' desires

There is no such thing as a one-size-fits-all omnichannel strategy. If your target demographic is young, they might prefer more shoppable media and social commerce. If your target audience is older, they will likely appreciate a link from your website to your Amazon products.

That is why it is critical to use big data, surveys, and analytics tools to understand how customers interact with your brand today and what would improve their experiences. You should also review customer feedback to identify problems.

Gathering insights will help you to better understand your customers and develop an omnichannel strategy that meets their needs. To begin, determine which channels your customers prefer and begin to integrate them.

How to Create an Omnichannel Customer Experience?

2. Customer journey map

Today's consumer journey is challenging and complex as interactions are now taking place across so many platforms. Hence, planning ahead of time is more important than ever.

This allows you to identify the touchpoints that generate interest and sales, as well as those that drive customers away. Monitoring impressions, visits, click-through rates, bounce rates, and abandoned cart rates across each channel will assist you in determining where omnichannel integrations are required.

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How to Create an Omnichannel Customer Experience?

3. Implement technology to enable an omnichannel customer experience

Technology is the only way to provide omnichannel experiences. The solutions you implement will be determined by your customers' needs and the channels you use.

Shoppable video and **shoppable media** are two options that will direct shoppers from various channels to your checkout.

Adding **Where to Buy** technology to your website also allows customers to see where your products are in stock and convert via their preferred channel.

Recommendations to Optimize
Your Omnichannel Customer Experience

1.   **Enhance your mobile commerce**

All brands should ensure that their stores are mobile-friendly. You can also improve your omnichannel customer experience by launching a user-friendly mobile app.
Because app users typically sign in with their online account, brands can provide a consistent experience across desktop and mobile. You may also be able to target app users with highly relevant omnichannel advertising.

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Recommendations to Optimize Your Omnichannel Customer Experience

2. Investigating Digital In-Store Experiences

The vast majority of product searches begin on the Internet, conducted through search engines, retailer websites, and online marketplaces. Despite this trend, many shoppers still prefer to visit local brick-and-mortar stores. Consequently, brands must facilitate a smooth transition for customers from online to offline shopping (Alaimo, 2018).

One effective strategy is to implement a "Where to Buy" tool, which informs shoppers where they can find stock in their local area, whether through the brand's own physical locations or through partnerships with other retailers. Additionally, offering "Buy Online and Pickup In-Store" options can enhance the customer experience. Zara, for example, has implemented both of these options to provide a seamless shopping experience for its customers.

Recommendations to Optimize Your Omnichannel Customer Experience

Customer experience should always be personalized.

Research indicates that 72% of consumers exclusively engage with personalized marketing messages. While offering personalized experiences becomes more challenging with the transition to cookieless browsing, effective personalization can still be achieved through techniques such as product recommendations and email retargeting. Encouraging shoppers to download the app, follow the brand's social media accounts, subscribe to a loyalty program, and sign into their respective online account when shopping can optimize omnichannel e-Commerce personalization (Wunderkind, 2023).

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Omnichannel Customer Experience Examples

Logitech

Logitech has become known for providing exceptional customer experiences through the use of live chat, VR, and omnichannel technology. The company employs different platforms to provide a seamless omnichannel customer experience on its website. They enable visitors to purchase by clicking through to Amazon, BestBuy, Walmart, and other retail partners.

Ted Baker's

Ted Baker has long been a pioneer in producing shoppable content that guides customers from social media to checkout. It began with videos, films, and fashion shows and now collaborates with influencers in creating live shopping experiences. Ted Baker has added click-and-collect options, and cross-channel stock monitoring, to its omnichannel offering along with the new Instagram checkout option.

Omnichannel Customer Experience Examples

Crate and Barrel

Crate & Barrel revealed that its customers frequently changed devices before purchasing. To facilitate their journeys, the company made sure that customers' shopping carts and browsing history were accessible on all gadgets as soon as they signed into the shopping account.

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Questions?

Thank You