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Things to Consider as You Craft an Omnichannel Experience

Sally Baptiste, Payment Operations Group CoFounder, Consultant

Key Takeaways

1. Identifying how you want the Customer Purchase Experience designed doesn't start at the checkout page or the cash register. Identify the relationship style and move from there.

2. Now that you have worked through some pre-checkout relationship contributions, let's see how they can drive the Customer Purchase activities – across all channels.

3. Your Brand carries expectations. Let's honor those expectations and add a few delights while you're at it.

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OMNICHANNEL – The Basics

1. Best Definition – Omnichannel is a term used in Ecommerce and Retail to describe a business strategy that aims to provide a seamless shopping experience across all channels, including in store, mobile, and online.

2. Best Approach – Omnichannel implementation success tends to be built from the consumers' perspective, promotes consistency, and creates a unified and natural experience across the entire Brand.

3. Best Results – Success can be found through a curated customer experience in a channel agnostic presentation of the Brand's value to their Customers.

89% > 33%*

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While Multichannel maintains separate paths based on sales channel, this approach usually relies on maintaining processing, support, sales siloes. This can be a valid approach in general but educating consumers that X-Brand Retail ≠ X-Brand Ecommerce is difficult and rarely effective – creating a dissonance that leads to churn.

Objective One

Where Should You Look to Make Changes?

Look Everywhere!

- Evaluate your POS's collectively.

- Consider your current and future Sales Experiences.

- Change all areas of consumer impact.

Retail

Ecommerce
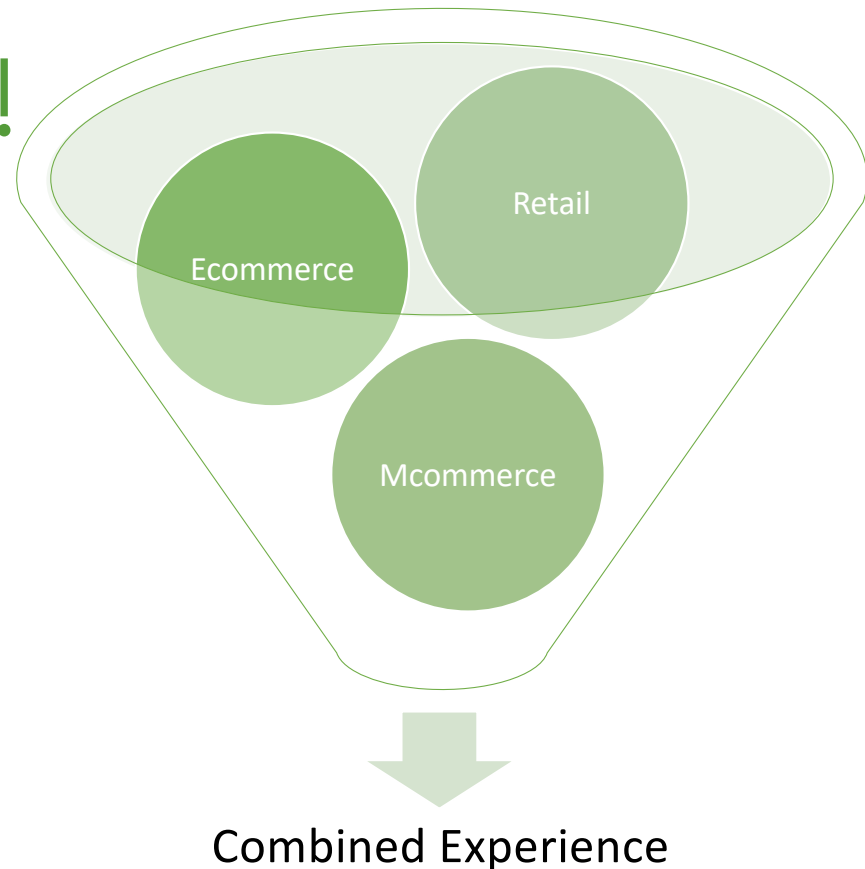
Mcommerce

Combined Experience

All At Once!

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Focus On – Ecommerce

Change some areas where Ecommerce is failing to meet the preferred Experience while you also allow some Ecommerce components to lead.

Customers Like –

- Quicker Checkout

- 24x7 Shopping

- Multiple Payment Type Options
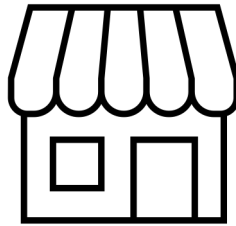
- So Many Product Options

Customers Dislike –

- Can't Feel the Product

- Can't Tell the Quality

- Thumbnails/Buttons

- Too Many Product Options

Harvard Business Review notes that 68% of consumers are more likely to favor brands with convenient and easy digital experiences.

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Focus On – Retail

Allow some Retail components to grow beyond their original vision.

Customers Like –

- Touch it/Try it on

- Immediate Quality Review

- Simple Fraud Prevention Options

- Shopping with Friends/Outing

Customers Dislike –

- Slower Checkout

- Fewer Payment Type Options

- Lines/Queues

- Theft

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An NMI Survey notes that 69% of Consumers prefer contactless payments in a Retail environment in 2022 vs only 22% in 2020.

Focus On – Staff

Use you Staff to elevate both the expectation and the experience.

Customers Like –

- In-person, Personal Assistant

- Face of the Experience Options

- Enthusiasts and Influencers

- Empowered Experiences

Customers Dislike –

- Under-valued Employees

- Increased Wages/Same Positions

- Confusion/Physical and Site Mapping

- Chatbot Frustration

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Focus On – Brand

When your Omnichannel experience goes live, it will be colored by the expectation of your Brand as judged by your client base.

Customers Like –

- Early Access

- Experiences Beyond Buying

- Cross Market use of your App

- Group Engagements

Customers Disregard –

- Supply Chain Reinforcement

- Staff Load Balancing

- Shifting Demographics

- Shopping Preference Shifts

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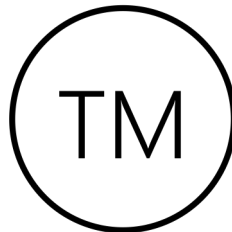
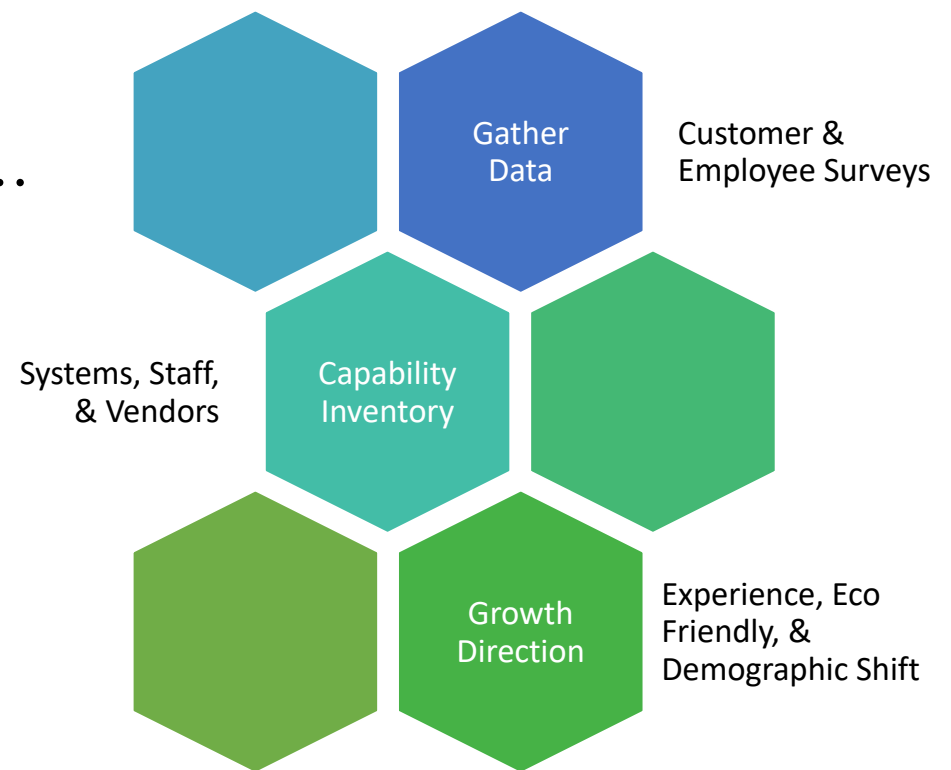# Objective 2

What are Some Things to Do?

Build the Experience, Not the Sale

When crafting an Omnichannel experience, the sale is not the focus. Here's a possible task list...

Remember that:

✓ You Have the Starting Point Already!

✓ You Have a list of Customer Likes <u>and</u> Dislikes!

✓ There is no such thing as an End Point!

So Just Forge the Path.

Gather Data

Customer & Employee Surveys

Systems, Staff, & Vendors

Capability Inventory

Growth Direction

Experience, Eco Friendly, & Demographic Shift

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Erase Project Boundaries

There is no One-and-Done activity tied to an Omnichannel Experience but include auxiliary enhancements, too.

1. Implement non sales updates.

    a. Checklists, Specialty Registry, Inherited Shopping Lists

    b. Align Buying Limits, App Activated Couponing x2

2. Unified Refund Experience.

    a. Speed should be identical

    b. Receipting should be in alignment

3. Overlap the Experiences

    a. Star Ratings in Store? End caps via web?

    b. Ecommerce Mapping to align with Stores?

    c. Perhaps Smart Filters?
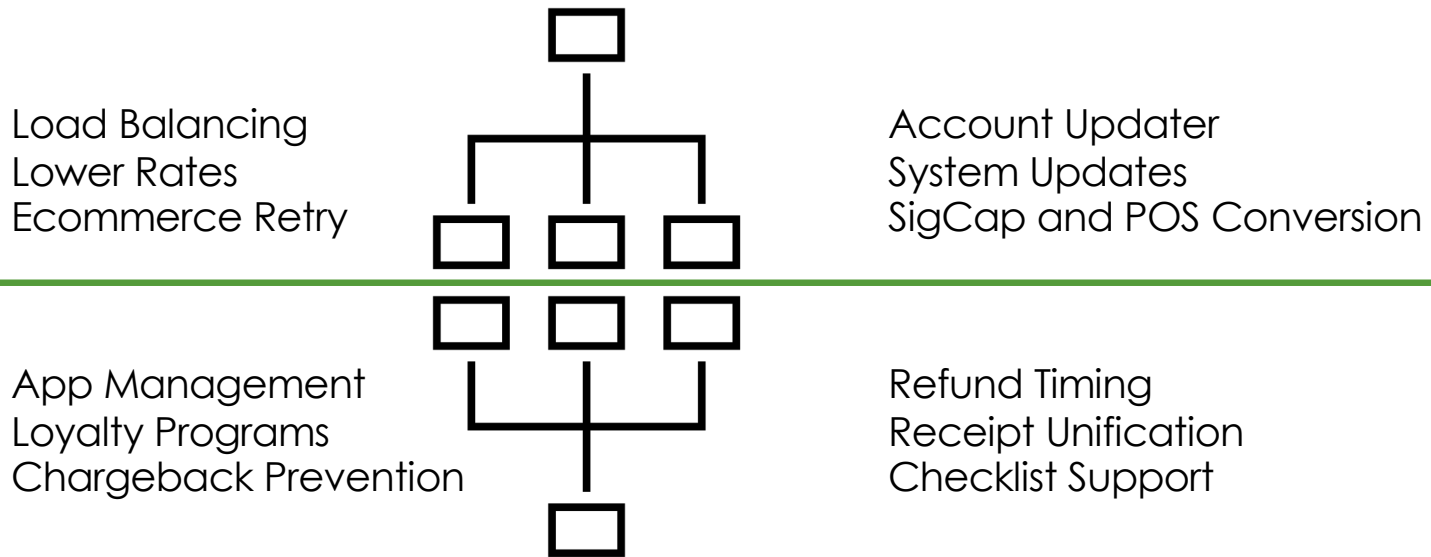
Gather data for:

✓ *Modeling/forecasting*
✓ *Executive Dashboard*
✓ *Consumer Dashboards*

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Ensure the Technology 'Works'

Many are evaluating/implementing Orchestration Layers…

Load Balancing
Lower Rates
Ecommerce Retry

Account Updater
System Updates
SigCap and POS Conversion

App Management
Loyalty Programs
Chargeback Prevention

Refund Timing
Receipt Unification
Checklist Support

The average company claiming an Omnichannel experience supports 8-10 unique Customer Service Systems.

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…Let's Consider Support Layers*.

Live in the Moment

Ensuring success will always rely on Empowering your Staff.

Your biggest Brand Support should be your staff so empower them.

Programming Freedoms

Employee Surveys

Checkers → Shoppers

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Objective Three

What are Some Things Not To Do?

There are Always Potholes

The path to success contains many areas to avoid. Swerve before you hit one of the many dreaded potholes!

Complaints help you locate problems.
- Look at yours
- Look at your Competitors
- Read those emails
- Poll Employees

Avoidance is not a strategy.
- Customer emails?
- Customer Service calls
- Comment Fields
- BBB
- Refunds, Chargebacks and Refunds to prevent Chargebacks

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Bridging the System/Service Gap

Do *not* use your consumer to fill your System or Service gap.

➤Combine your Accounts!

➤Use your 'Other' Login!

➤Just print this Checklist/Return Label.

➤Include loyalty account

➤Include coupons offered

How does the Customer see their experience?

➤ *Simplicity*
➤ *Customization*
➤ *Clear Communication*
➤ *Prestige*
➤ *Premier Access*
➤ *Device Agnostic[1]*
➤ *Convenient*
➤ *Timely*

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Testing for Testers

Developers are too experienced to be test shoppers.

❖Don't underestimate the ability of your shoppers to break the rules.

❖Don't assume a term used by one generation applies to another.

❖Icons are not universal.

❖Consumers cannot form a straight line in retail, how much more freeform is available the web?

❖Tee up Secret Shoppers from a clear source.

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Leverage the Work of Others

Don't forget to integrate when someone else has a good idea!

- ChatGPT – Perhaps limiting the resource library

- AmazonPay

- AmazonGo

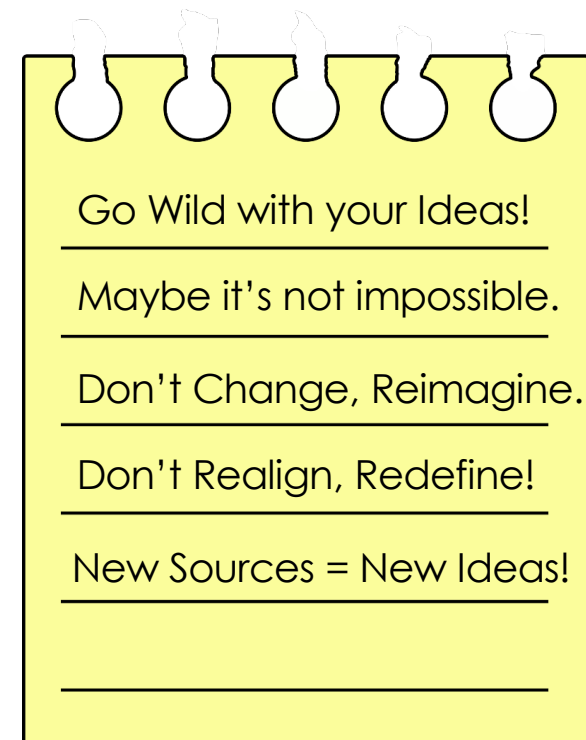- Interactive Commercials

- Influencer/Brand Linkage

The End...

What Did We Make a Note Of?

Some Merchants Choose To:

1. Coupon in the app as you walk in the store

2. Checkout from the app…In the Store!

3. Use Sigcap to create the CIT Profile for all future purchases

4. iPad for self checkout

5. Send Samples for the 'Touch Test'

Go Wild with your Ideas!

Maybe it's not impossible.

Don't Change, Reimagine.

Don't Realign, Redefine!

New Sources = New Ideas!

Items We Didn't Discuss – The Payment

1. Payment types ideal for the Omnichannel Experience

2. Checkout Fields that can be cross-utilized

3. Gathering data – when there's a line at the checkout

4. Card Not Present Interchange Rates

5. Awkward Payment Types in Retail

What if there's another option…

Can we re-imagine checkout to match the Omnichannel Roadmap?

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Summary & Key Takeaways

1. Bring change everywhere to expand your best and remediate your worst.

   a. Anything and Everything should be on the table

   b. Repairs and upgrades can go hand in hand

2. It will take changes to many areas to develop a new experience.

   a. Think of your technology as only one tool to enhance – a critical one to be sure

   b. Use your assets – All of them! – Such as Staff, Property, and Relationships

3. The value you place in your Brand would be best served by stepping back to include the entire vista.

   a. Leverage technology where visions and values align – your values and your customers' values

   b. Include your customers in the process, as an asset, not a crutch

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Thank you

✓Don't forget to submit your session evaluation!

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