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# GOING BEYOND THE ONLINE STORE WITH OMNICHANNEL

Article from [Revalsys Technologies](#)

This article explains about the advantages of going beyond the online store with omnichannel

Businesses have come a long way in the past years, so is the customer expectation. Customers these days expect to view products online, browse the products in a physical store, download exclusive offers provided by you on their mobile devices, purchase the products online or offline and share reviews about the purchase on social media platforms.

### **What is omnichannel?**

Basically, omnichannel is a multi-channel sales approach that offers customers with personalised, seamless shopping experience across all channels relevant to the journey of the customers. No matter how a customer gets connected with your brand through your website, app, social media platforms or physical store, he/she receives the same customer experience. It offers the customers with a unified shopping experience across all the channels they used to interact with the brand. A multi-channel approach lets you reach a variety of customers; whereas an omnichannel approach allows you to offer personalised communication with customers in such a manner that anticipates the needs of the customers even before them.

### **Benefits of omnichannel**

- **Better data collection and analysis**

Using an omnichannel strategy, you can collect as well as unify customers' data from different systems and channels such as device IDs, cookies, mailing lists, shopping carts, social media channels, loyalty and referral programs and point-of-sale systems. With the data collected, you can easily analyse the behaviour of the customers, needs, interest and other data points. And this will help you make your conversion rate higher.

- **Better customer experience**

Customers these days expect omnichannel experience with a seamless approach across different communication platforms. Be it an email newsletter, a social media ad, an email push button, a face-to-face interaction with a staff of your store or a conversation with your chatbot, the customer should have a seamless experience.

- **Better synergy across all channels and departments**

Omnichannel marketing helps in creating better synergy across all departments and channels by getting engaged with the customers on any channels the customers prefer. You can connect the conversations, as well on different channels without losing any context or data. The individuality of the customers can also be acknowledged by offering personalised online and on-site experiences.

- **Better brand visibility**

With the help of omnichannel marketing, you can place your brand message in the channels you're using in a consistent and timely way. Whenever a customer interacts with your brand, he/she should receive a personalised and seamless experience. If you are able to provide such experience to your customers, it will definitely lead to better brand visibility and customer loyalty.

- **Get better ROI**

The above benefits mentioned will ultimately offer better customer engagement. Better customer engagement will lead to better conversions which will result in higher ROI.

- **Know your customers**

Make sure that you don't make assumptions about your target audience. You should conduct proper research regarding customers' behaviour, interests, and needs. Invite customer feedback, make the best

use of social media platforms, and ask them questions. Most importantly, find out the channels your target audiences are using to access your content.

- **Choose the right channels**

Choosing the right channels is quite important in making your omnichannel approach successful. You need to find out where your potential customers are and what they are searching for.

- **Each channel should have a clear purpose**

You should have a definite goal set for each channel. You can choose one channel for interaction with your target audience, while another one for providing news updates etc.

- **Connect all the platforms**

Though this is one of the toughest parts of an omnichannel strategy, if executed the right way, you can have a successful omnichannel approach. To follow your potential customers across all touchpoints—from seeing ads on social media, reading product reviews on your website, online window shopping to purchasing your products finally at a physical store, you need choose the right technology.

- **Maintain the channels you use**

Your work doesn't end by doing all these. You need to keep testing as well as improving your omnichannel strategies. You should offer the best customer experience to create loyal customers who come back to you again and again. When you have well-nurtured prospects, they become your happy customers.

- **Invest in customer support**

The cornerstone of an omnichannel strategy is undoubtedly customer service. Make sure you have a competent team to provide customer support at any point in the customer journey. Your marketing and customer support teams should remain in regular contact so that the customer support team offers seamless service to your customers.

As modern marketers are empowered by modern technologies, more data along with better integration between different communication channels, targeting customers to provide value as well as support is possible. It results in stronger brand loyalty, better customer retention, and higher revenues. Consistency is indeed very crucial to achieve all these.

### **About Revalsys**

We as Software Development, Business Process Consulting, Technology Service Provider and Outsourcing Company make sure to provide services and solutions based on the requirements of our clients. Our customer-focused solution, be it an eCommerce website design and development, corporate website, responsive web design, SEO (Search Engine Optimization), SMM (Social Media Marketing), or an intelligent intranet solution, we aim to offer value to our clients.

We strongly believe that work done with passion results in excellence. We work with utmost dedication and hard work to help clients like you to achieve what you want. We are committed to offering the best to our clients, no matter it's for a small-sized, medium-sized, or large-sized enterprise. The transparency we maintain with our clients makes us a trusted choice of clients across different parts of the nation. A decade of experience in this field has helped us getting better and better with each passing day.



# CONTACTS

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