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OMNICHANNEL OPPORTUNITIES: 10 Tips to Keep Holiday Shoppers Coming Back

Looking for ways to keep up the holiday shopping spirit? Optimize your Omnichannel Strategy to maintain the momentum.

Today's customers are looking for companies that are easy to do business with and that have simple and hassle-free processes. Increasingly, they want personalized experiences that offer clear, seamless, and consistent interactions across all channels. Implementing the following tips will help you succeed in meeting and exceeding those expectations:

1

Aggregate holiday wave shopping and peak season data from predictive analytics, AI, and machine learning to learn your customer's behavior and preferences

**2**

Create a single view of your customer and build personas that remember browsing preferences

**3**

Eliminate the need for customers to repeat or input information from one channel to the next. Be sure to connect account history, service interactions, and in-store purchases for seamless profiles across all devices

**4**

Maintain customer journey consistency by ensuring that contact center agents and digital apps follow the same set of guidelines and policies

**5**

Streamline in-store returns, exchanges, and cancellations by using digital bar codes or order numbers in mobile device account history

**6**

Identify and automate self-service flows to minimize search efforts by creating reordering shortcuts, Wish Lists, and Pick up Where You Left Off features across channels for items that require additional time for decision-making

**7**

Allocate appropriate staffing levels to your assisted and unassisted channels for timely resolution of issues

**8**

Allow your customers the option to choose how they want to be serviced. If you have long wait times in your contact center, offer a call-back or an online chat session through your app or website

**9**

Regularly collect voice of the customer data by creating ongoing feedback loops

**10**

Invest in a third-party benchmarking solution to level set where you stand with your service levels and consistency across channels, and to stay up to date with changing customer expectations



These ten tips will help you on your way to designing end-to-end, ongoing, consistent omni-channel experiences that put the customer at the center of your customer service strategy and keep them coming back for more.

If you need help with your omnichannel strategy, don't hesitate to reach out to our team for guidance >>