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5 Quick Takeaways for a Better Multi-Channel Customer Experience

1 Create connectivity and context

Cut down on the work (and rework) you make customers do. How? Limit transfers between channels and repetition of information. The resources it takes on the front-end are well worth it in long term customer loyalty.

2 Find balance in Business Intelligence

Data is essential in understanding what communication channels your customers prefer and why. The more you know, the better you can anticipate needs and improve the customer journey. Analyze the data that resides within your business *already*. You may not need more metrics, so much as alternative ways of using it. Determine correlations between data-points to make the most of what your customers are telling you.

3 Implement incremental improvements

A multi-channel customer experience is only successful if you tackle every channel thoughtfully. Don't try to take them all on at once, nor in the same ways. Map the ideal customer journey and identify priorities. Start small. Do things right the first time and build upon success.

4 Turn tension into retention

It costs more to acquire a new customer than to delight the ones you have. By thinking from the outside-in, you can explore and fix points of tension before they put a customer relationship at risk. Be proactive. Be consistent. Continuously improve. Exceed expectations. Focus on the business process.

5 Let the Web lead the way

People want to self-serve, but are easily overwhelmed by too many options. Conveniently, most look online before taking action, so clear verbiage on your home page may be all it takes to guide users to the right place(s) for them. Make sure that your online experience is integrated with your other channels as well as possible.

Taking time to thoughtfully map the customer journey — from awareness to advocacy — is a worthwhile investment in your brand. Visualize the ideal customer experience. Scrutinize the current one. Identify gaps. Prioritize them.

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