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Omnichannel CX in a Mobile-First World

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As technology continues to progress, customer expectations are increasing, creating new challenges for businesses' marketing strategies. Marketing has transformed from merely advertising a product or service to a more advanced and complicated method of engaging with potential clients. The significance of delivering outstanding customer experience (CX) is emphasized as it is crucial for a business's long-term success. This requires consistency in every customer interaction through multiple channels.



In today's fast-paced world, companies find it challenging to reach customers who are constantly on the move. Therefore, omnichannel has become a necessary approach that allows companies to maintain connections with their target audience. This approach involves using messaging apps like WhatsApp, Telegram, Viber, and more; social networks including Instagram, Facebook, and others; and SMS marketing to provide a unified customer experience through multiple platforms and devices. The omnichannel approach aims to create a seamless and user-friendly experience for each customer, regardless of the channel they choose. The approach integrates the business's digital assets into a cohesive, seamless experience that is available through any customer's preferred touchpoint.

Omnichannel approach for consistent CX

Having a consistent and unified customer experience across different channels leads to higher customer satisfaction and improved business performance and growth. It saves time for both customers and businesses and presents a unified brand image through personalized interaction.

Therefore, feature-rich omnichannel solutions are a key tool for meeting these expectations and delivering exceptional customer satisfaction today. These kinds of solutions allow customers to communicate with a business across multiple channels, without losing the context of their conversations or having to repeat themselves. This can greatly improve the customer experience, as it allows them to choose the channel that is most convenient for them at any time.

In addition to convenience, omnichannel solutions enable businesses to provide their audience with a consistent level of service and support across all channels. Thus, they can build trust and loyalty with customers, as they know they can expect the same high-quality experience no matter how they

choose to communicate with the business.

Moreover, these kinds of solutions can help businesses personalize the customer experience by using customer data from all channels to tailor communication and offers to the individual customer, thus building stronger relationships with customers and increasing loyalty.

Another key benefit of omnichannel solutions is the ability to handle customer inquiries more efficiently. By having a complete view of the customer's interactions across all channels, businesses can resolve issues more quickly and accurately, improving the overall customer experience.

Buy or build an omnichannel solution?

The advancement of digital technology has pushed brands into the CX-driven world where personal and seamless communication across all channels is a basic necessity. While companies are seeking better ways to design and provide exceptional experiences, many are considering investing in software that could deliver omnichannel communication. Prior to recent years, companies opted to create custom applications in-house due to concerns that third-party solutions would not meet their specific needs or integrate with existing systems. Unfortunately, many of them did not consider company resources in terms of budget and experienced staff for custom development, so this approach often resulted in a long and costly process. Due to the fact that many unpredictable costs can occur during this process and employees are less available for day-to-day business, company growth can slow during in-house software development. Additionally, the IT team may face challenges after the development phase regarding continuous updates of their architecture, integration of new technologies, and collection of user data while keeping up with the pace of digital innovation and the increasing demand for personalized customer experiences. On the other hand, although ready-made omnichannel solutions may look more expensive

at first, the costs are much more predictable and transparent. They have already gone through quality assurance, so failure risks are significantly lower than in-house solutions. Moreover, in the long term, software maintenance, support, upgrade, and security are carried out by the product house so there is no need to exhaust the company's resources. Instead, companies can focus talent and internal brainpower on day-to-day core business, not on maintaining software applications.

Therefore, a company whose primary objective is not to gain a technological advantage but to surpass the competition has to think twice before deciding to build its own omnichannel software. Investing in a robust, ready-made omnichannel platform, however, can help to lower costs and improve performance more efficiently, while also ensuring a specialized solution that can be continuously improved by a dedicated partner. This support allows IT staff to focus on their core business tasks instead of being sidetracked.

In conclusion, companies should carefully consider the investment of time, money, and staff resources into custom in-house development if an omnichannel solution has already been developed and brought to market.

How to choose the most suitable omnichannel solution

Choosing the right omnichannel messaging solution can be a challenging task due to the numerous options available in the market.

First of all, a powerful omnichannel tool should provide seamless communication between businesses

and their target audience across different channels such as SMS, WhatsApp, Telegram, Viber, FB Messenger, Instagram, Google Business Chat, RCS, Web Push, and more, harmonizing all channels in one comfortable view.

Next, such a solution should enable businesses to keep absolute control over the experience delivered to their target groups, providing them with the right information, at the right time and in the right channel.

Powerful campaign management capabilities are a must-have in apps for certain businesses. These include those businesses that want to maximize A2P profits by selling messages to retailers and businesses of any size across different industries as well as for companies that want to promote their own products and services via messaging campaigns. With one-way broadcasting of tailor-made campaigns including rich media like videos, carousels, images, and more, companies can drive increased website traffic and improve brand awareness, increase sales, and eventually maximize their business performance.

Another important feature that adds value to such a solution is the ability to funnel people to the type of content they desire by creating engaging pathways through their campaigns in just a few clicks, without the need for third-party software. Due to the enhanced workflow with a sophisticated statistic overview of performance, there are technology solutions on the market that can trace and track everything on the page, collect data, and help brands take future steps based on provided analytics.

Moreover, as two-way communication has always been an integral part of our society, it has also become an integral part of business strategies. Today, it is important for businesses to maintain continuous contact with their customers in order to build a strong relationship with them and not miss out on opportunities for growth and development. Thus, one-to-one chats across various messaging channels such as SMS, Web Push, WhatsApp, Telegram, Viber, FB Messenger, Instagram, Google Business Chat, RCS, and so on are necessary features for enhancing and maintaining customer satisfaction and engagement.

The right omnichannel solution will help to create a unified customer experience for businesses by bringing together all features necessary for successful messaging campaigns and two-way communication. This can give businesses the advantages of a user-friendly, seamless experience across key touchpoints and apps including SMS, WhatsApp, Telegram, Viber, Instagram, FB Messenger, Google Business Chat, RCS, Web Push, and more, unleashing the full potential of integrated messaging and marketing. Omnichannel solutions with powerful features help companies deliver a unified customer experience, increasing customer satisfaction and taking their businesses to the next level.