

# Improving Customer Experience through **Cross-Channel Orchestration**

Forrester defines cross-channel orchestration as customer data management, analytics, segmentation, and workflow tools for designing, executing, and measuring campaigns for digital and offline channels. It's not just delivering messages in a number of mediums. It's the ability to adapt campaigns to each shopper, allowing their actions dictate their next experience. There is a complexity to building cross-channel campaigns but with the right technology and strategy in place, you will drive revenue, engagement, conversions, and loyalty.

## Align Customer Experiences with Expectations

Your cross-channel strategy differs from your multi-channel tactics. Multi-channel simply means you have a presence on more than one channel whereas cross-channel means you are providing a seamless experience across a combination of several different channels – all at the same time. As you define your strategy remember to put your customers first. Think about their expectations and all of the ways they interact with your brand, then align those experiences to your organization's mission, purpose, and business goals. This will help you provide communications that engage and support them as they move across touchpoints and devices in the sales journey.

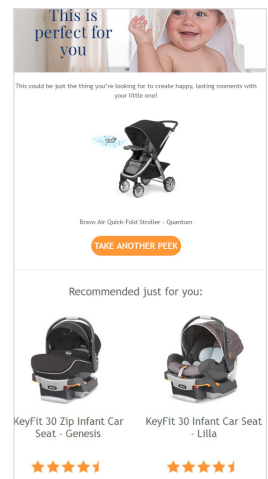


**It's important to remember that it takes the average shopper nine or more touchpoints before a purchase is made. Your strategy must nurture customers so each message moves them closer to conversion.**

### EMAIL

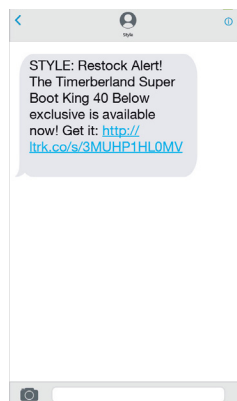
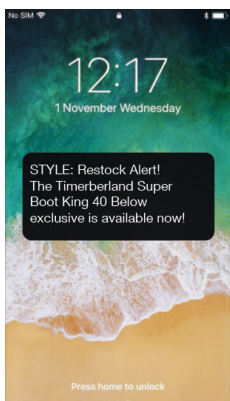
Email remains the top performing channel for both engagement and conversions, as long as the campaigns are personalized, timely, and relevant. With the advancements in artificial intelligence, machine learning, and predictive analytics, campaigns can be hyper-personalized and micro-segmented to drive revenue and loyalty.

Retargeting campaigns, transactional messages, birthday and anniversary messages, and lifecycle campaigns, including loyalty, post purchase, winback, and re-engagement, translate well to other channels. And, these campaigns can be just as personalized and targeted as your emails



### MOBILE

Forrester reported that smartphones impact 34% of total U.S. retail sales as shoppers have integrated these devices into every aspect of their journeys – from product discovery, to in-store price checking, to completing purchases. Because mobile devices influence so many sales, both digital and offline, mobile messages must take precedence as you build out your cross-channel campaigns.



#### Mobile SMS & MMS

You should create text messages for just about every email campaign you send, especially transactional, product alerts, new merchandise notifications, and flash sale announcements. However, campaigns shouldn't be sent in both channels at the same time. Save SMS for your best, most urgent messages.

#### Mobile App Push

Push notifications are powerful because recipients don't have to launch the app to receive the message, which means there is nearly 100% view rate. Like SMS, any alerts that have a sense of urgency, such as flash sales, transactional messages, or low inventory/back-in-stock notifications, work well.

## WEB

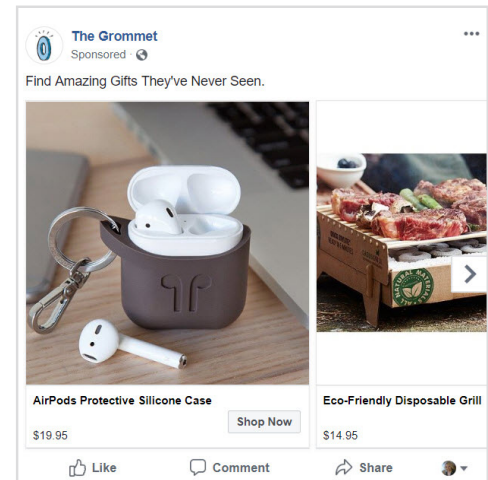
Personalized product recommendations are table stakes for online retail as they allow you to deliver tailored experiences to all visitors based on their unique preferences and behaviors. This aids in product discovery, enabling visitors to quickly find merchandise and content they are looking for, leading to longer visit duration time, more product views, boosted site visits and, increased purchases. This in turn results in a higher order value, revenue, and conversions.

### Browser Push

Web push notifications are alerts that can be sent to a user via desktop and mobile web, regardless of whether or not the user is on the website. Promotional and lifecycle campaigns have high engagement rates, especially new product and price drop alerts.

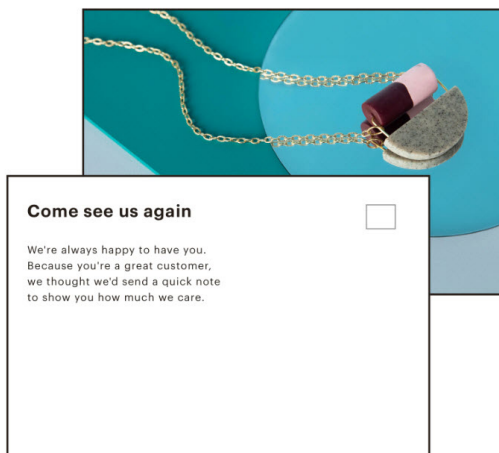
### Social and Digital Media

Browse and cart abandonment campaigns typically generate the highest amount of triggered email revenue, and these campaigns translate well to social and digital ads or sponsored content. Not only will it expand your reach to customers who haven't opted-in to receive email messages, the campaigns will re-engage shoppers and get them to convert.



## ADDITIONAL TOUCHPOINTS

The opportunity to engage customers across multiple touchpoints is nearly endless. Addressable TV advertising is gaining popularity as it allows marketers to reach in-target households more frequently, reducing wasted ad impressions and improving overall impact. IoT connects numerous devices, giving marketers the ability to leverage new kinds of data and insights. Even sales reps in-store are accessing customer data to deliver more personalized experiences.



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## Data Unification | Know Your Customers on an Individual Level

Contextually-relevant, cross-channel strategies are only possible when you understand your customers and anticipate their needs. That requires the unification of previously siloed and disparate data sources.

Identity data, including mobile device tokens, cookies, customer IDs, and email addresses, must be synced with behavioral and purchase data from your eCommerce platform, email vendor, subscription management, physical locations, mobile apps, customer service, social networks, ad platforms, customer demographics and preferences, and other sources. Only then will you have a complete 360° view of each customer, and a single source of truth that allows you to:

- Gain actionable insights using machine learning and artificial intelligence that process millions of data points per second
- Resolve identity issues by syncing anonymous data with known user information and identifying the same customer across multiple email addresses, phone numbers, devices, channels, and other points
- Analyze the customer journey to understand each shopper's individual path to purchase
- Segment, mine, cross-reference, and overlay customer data in near real-time to create the most targeted and personal campaigns across every channel and touchpoint
- Uncover trends to inform campaign decisions and remove friction points

## The Right Tech | Enterprise vs. Point Solutions

Delivering these tailored, cross-channel experiences requires the right technology.

While there are point solutions available that can be added on to legacy solutions, marketers are finding it can take six to ten different tools to deliver these automated, tailored experiences. As their tech stacks grow, so does the complexity, cost, vulnerability, and inefficiency of the campaigns.

Instead, retailers are finding that single solutions, like Listrak's Enterprise Marketing Automation and CRM platform, provide better scalability and flexibility while ensuring hyper-personalized messages are automatically delivered each customer's preferred channel at the time they are most likely to engage and buy.

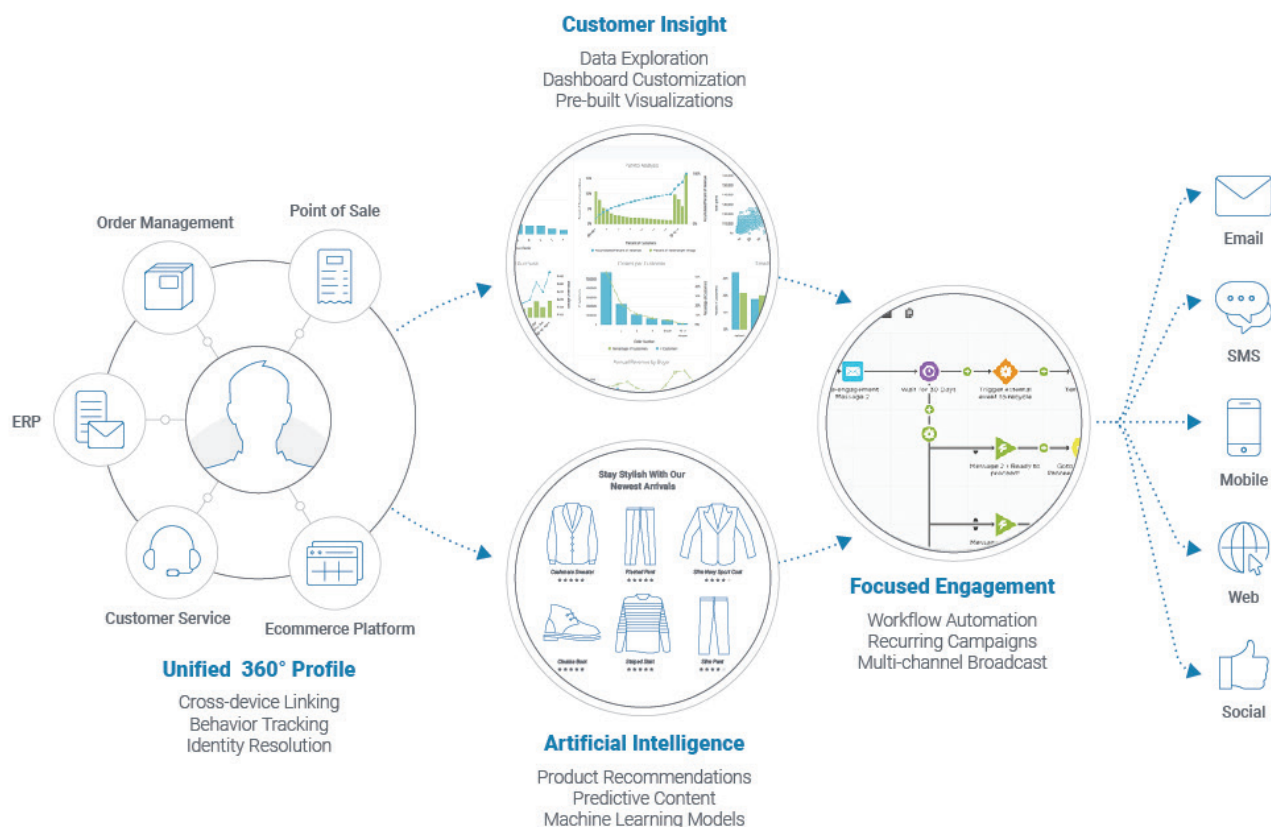


*"Enterprises will face the challenge of orchestrating communication among legacy and new channels to use them together intentionally or avoid duplication. For example, marketing departments have typically owned email and maybe SMS. Meanwhile, product managers own mobile apps and their associated notifications. The best will use a single engine to orchestrate cross-channel messages to ensure consumers do not receive duplicate messages unless intentional."*

**Forrester**

Look for a solution that provides:

- Workflow automation that delivers highly effective, contextually-relevant messages at precisely the right time across the right combination of channels and devices
- Predictive personalization tactics – including segmentation, product and content recommendations, and send time optimization – that provide the ability to predict customer behavior, needs, or wants and then precisely tailor offers, products, and messages to each recipient
- Message optimization to ensure messages are delivered in the highest performing channel to maximize ROI and reduce cost
- Intelligent orchestration rules to coordinate cross-channel messaging to ensure customers see the most important, time-sensitive notifications while preventing over-saturation
- Lifecycle marketing tactics to consistently convey your brand promise across channels throughout the customer journey to extend loyalty and boost lifetime value



It is vital that the technology used automates these hyper-personalized campaigns in each customer's preferred channel at the time the customer is most likely to engage and buy. With the right solution in place you will build deeper levels of customer understanding, execute your brand strategy consistently across channels, and align brand experiences with customer expectations.

**Listrak's Enterprise Marketing Automation and CRM platform makes all of this possible in just a few clicks. You don't need a team of data scientists on staff to analyze metrics and create actionable insights. Learn how at [www.listrak.com](http://www.listrak.com).**