Best Practices

thought leadership & lead generation

Creating a Great Omnichannel Experience for Great Customer Experiences

All omnichannel customer experiences use multiple channels, but not all multichannel experiences are omnichannel. This sounds like splitting hairs, but when it comes to creating a great customer experience, it's not. The big distinction is that the multiple channels must be cohesive, coordinated, seamless, and consistent.

Everyone in the value chain—from product management to marketing, sales, and customer support—has to be on the same page in terms of delivering a cohesive and consistent experience regardless of the channel or device of choice. Alignment between messaging and execution is the key to building brands that engender loyalty.

Join us in this Best Practices installment and help our readers find out how to create a great omnichannel experience that will ultimately improve the experiences of all their customers.

Roundtable Date: 10/7/2020

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Also in April: ■ CUSTOMER **AUTHENTICATION**, IDENTITY RESOLUTION, AND VOICE **BIOMETRICS**

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