Creating an Omnichannel Strategy for Seamless Customer Journeys

Creating a seamless customer journey, integrated across multiple channels, is crucial for delivering smooth, frictionless customer experiences, whether customers engage with you on the phone, your app or website, or even in person at your brick-and-mortar store.

Most likely, your customers are already using multiple channels when doing business with you. According to a recent Harvard Business Review study, 73% of all customers use multiple channels during their purchase journeys.

So how do you meet your customers in their preferred channels and turn these multichannel interactions into a smooth journey?

Contribute your recommendations to this month’s Best Practices installment and help our readers create seamless omnichannel experiences that increase customer loyalty and sales.

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