

5 Ways to Improve Omnichannel Customer Experience

The progressive surge in technological advancements over the past decade means that companies can now provide an omnichannel customer experience that satisfies those on the buying journey.

Several years ago, being able to contact and keep in touch with a company via a telephone call, email correspondence, instant messaging, live chat functionality as well as social media was unheard of.

Now, that's all flipped over on its head, with companies investing significant financial resources to provide a unified brand experience and quality of service that effectively caters to the specific needs of their client base.

The importance of good omnichannel support cannot be stressed enough, with Zendesk reporting that [half of all their users stated they value the overall customer experience more than they did in previous years](#).

In today's cut-throat world, pushing for an effective omnichannel marketing strategy is imperative.

Here's a couple of ways that companies can enhance their customer service capabilities even further through various communication channels:

1. Enhance the mobile browsing experience for your website visitors

This year in the United States alone, [63% of Google searches occurred on a mobile device](#).

Let that sink in for a minute.

This statistic points towards the fact that people have largely become accustomed to using their smartphones to buy everyday products and services.

Now more than ever, customers expect a smooth first-line support experience on these handheld gadgets, as consumers have no qualms about hopping from their desktop computer to their smartphone to find what they're looking for.

For example, fitness apparel shoppers may decide to make online purchases for sneakers and tracksuits on the mobile app of a sports retailer as they stand in line at their local optician.

[A vast majority of retailers recognize the importance of incorporating an omnichannel marketing strategy](#) into their business objectives because they realize how crucial it is to offer a seamless customer experience across different touchpoints.

This means companies need to make necessary mobile-device improvements to on-site elements such as:

- Page loading times;
- Menu navigation; and
- Search query functionality.

Brands can even take this mobile optimization a step further by ensuring texts are readable by [breaking up larger sections into smaller, bite-sized chunks](#).

Another item to tackle would be [increasing the font sizes and line spacing within paragraphs](#), to keep people from squinting their eyes to make out the content on a particular mobile page.

By optimizing websites for a mobile-first experience, companies can provide a consistent quality of service that helps their customers who, as a result, would be more inclined to do business with them in the future.

2. Speeding up social media response times

In a world of instant gratification, customers have developed a much smaller tolerance for slow customer service response times.

According to a survey conducted by Convince & Convert, the average response time for leading businesses is [157 minutes](#), with a significant percentage of companies failing to meet this response time threshold or acknowledge customer queries at all!

By prioritizing response speed to those questions posted on social media platforms like Twitter and Facebook, companies can greatly increase their bottom line.

[One study that examined airline response times on Twitter](#) revealed a sub-six-minute response to a tweet from a client resulted in a client's increased willingness to pay more for a service.

Ultimately, training your employees to provide prompt and effective solutions to customers can significantly improve client relations, with subsequent word-of-mouth recommendations as a result.