OMNICHANNEL CUSTOMER EXPERIENCE

Today's shoppers have become comfortable blending digital and in-store interactions for their favorite brands. They want consistent and exceptional customer service wherever they choose to engage.

In fact, according to Forrester Research, consumers are willing to pay 4.5 times more for excellent versus poor experiences. And, they rank customer service number two on their top drivers of customer experience, behind only actual product or service quality.[1]

Service consistency also plays a big part in shopper satisfaction. In a 2018 shopper survey, nearly two-thirds of US shoppers said getting a consistent level of service regardless of where they are engaging with a retailer is most important to them.[2]

According to Deloitte, the emergence of digital native complicates business even more: "Empowered by technology that allows them to connect and share information with anyone, anywhere in the world, at any time, today's digital consumers expect businesses to react to all of their needs and wants instantly."[3]

Providing consistent positive shopping experiences across channels becomes more difficult as the sheer number of ways in which consumers interact with brands expand. Traditional approaches, like seeking in-person support or calling the contact center, are now mixed with social media, texting, chatting, email, and virtual assistants. For retailers, being able to centrally manage and respond to these ever-increasing channels can be daunting.

The design of a retail ecosystem often presumes a "sunny day" scenario; reality proves otherwise. Merchants know well that every day brings new customer issues and challenges that require prompt resolution. Slow or improper responses mean a company risks damaging the customer shopping experience and, ultimately, customer loyalty.

Price Waterhouse Coopers notes that a customer experience disconnect exists: "Give customers a great experience and they'll buy more, be more loyal, and share their experience with friends...Yet, so many consumers seem disappointed. Call it an experience disconnect: companies tout the latest technology or snappy design but haven't focused on—or invested in—the most meaningful aspects of [the] customer experience."[4]

To remain relevant, retailers and merchants need to rethink their approach to delivering customer experiences and quickly evolve their customer service model into a cost-effective omnichannel customer engagement model that is consistent and engaging anywhere and everywhere they interact with their customers.

Two-thirds of shoppers say service consistency across channels is very important to them.

Successful omnichannel engagement strategies carefully consider how store and contact center associates are enabled to deliver the services consumers expect.

Manhattan Associates®

THE NEW FACE OF CUSTOMER SERVICE

Any discussion on customer service in retail has to consider the changing roles of stores and store associates. Stores today are more than points of sale – they are points of fulfillment and service. Today's store associate is often the front-line of customer support expected to handle any customer inquiry or issue.

However, store associates are often impeded by lack of access to customer transaction details and interaction history that are available in a contact center.

To deliver a great experience, they must know details of every order, every payment, and every conversation in every channel. They need access to customer insights, trends, and potential concerns. And, they need it in an intuitive, responsive way that does not require them to use an additional application. Any successful omnichannel engagement strategy will carefully consider how store associates are enabled to deliver the services today's customers expect.

MANHATTAN CUSTOMER ENGAGEMENT ENABLES RETAILERS TO DELIVER ON THE CUSTOMER PROMISE

This requirement for consistency of customer information and insights across channels is precisely the reason Manhattan has developed tools for associate-led service in the contact center and the store, as well as customer self-led service through virtual assistants and digital properties to assure delivery on the omnichannel promise.

Manhattan Customer Engagement was purpose built to help store and contact center associates deliver exceptional service anywhere. The technology combines unstructured insight – like social conversations – within the same view as real-time customer orders, transaction history, and tendency data to enable associates to personalize interactions. Customer Engagement also provides rich clienteling capabilities, such as interactive look books, customer preferences, and appointment management, as well as native social integration and case management, to help associates support customers at key points along the shopping journey—before, during, and after store visits—with personalized attention and memorable service.

If customers expect to buy, return, or deliver anywhere, they also expect to be able to exchange, inquire, or resolve anywhere. More and more, these "anywhere and everywhere" options are occurring within the digital space. In order to help retailers manage the entire customer experience, Manhattan Associates offers self-service options to empower customer access to anywhere and everywhere.

Self-service benefits the customer, of course, but also the retailer. Self-service support is far more cost effective than traditional support channels, and customers seem to prefer it. In fact, 66 percent of shoppers prefer self-service over interacting with an associate.[5]

Digital Self Service is rendered in real-time from the Manhattan Active™ Omni platform, but stays within the retailer's branded experience.

Digital Self Service allows consumers to inquire, adjust, and recast their experience on any device in real time.

But through their laptop or mobile device isn't the only way customers engage in self-service. Thirty-five point six million Americans used a voice-activated assistant at least once in 2017, a 129 percent jump over the previous year.[6]

With native Virtual Assistant Support, Manhattan has also unlocked the opportunity to take advantage of that explosion in conversational commerce. Now, inquiring, changing, or canceling an order is as easy as saying, "Where's my order?" The entire engagement with the customer is managed by Manhattan, including initial vocal registration and authentication. Once connected, the consumer may initiate a return or even request a callback from a customer support associate.

As customer behavior evolves, retailers must evolve in kind. Manhattan will continue to be there to help retailers and merchants deliver the consistent and engaging experience that goes beyond the expected to continuously lock in loyalty and value – providing true management of the omnichannel customer experience.

MANHATTAN ACTIVE™ OMNI FOR OMNICHANNEL CUSTOMER SERVICE

Manhattan Active Omni is the most technologically advanced omnichannel solution ever created. It was designed and engineered from the ground up to support the modern retailer and deliver profitably on the omnichannel promise.

Manhattan Point of Sale, Store Inventory, Store Fulfillment, and Customer Engagement are delivered on the same platform with intuitive, modern interfaces designed specifically for an associate role to reduce training and let associates focus on the customers, not their tools.

For more information

To learn more about how Manhattan Customer Engagement can help you deliver on the omnichannel promise, contact us today:

+1 (877) 596-9208

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