



You might think of it as "omni-channel" but your customers think of it as your brand

The message is getting through! Many leaders today are being affected by research findings like:

89% of customers stay with brands that deliver customer experiences smoothly integrated across channels compared to 33% for those who don't (*The Aberdeen Group Inc.*).

89% of customers get frustrated when they need to repeat their issues to multiple representatives (*Accenture*).

87% of customers think brands need to put more effort into providing a consistent experience (*Zendesk*).

Most customers don't overtly conclude, "This company needs to be better at omni-channel service delivery." Customers simply hope they won't have to start from the beginning when they seek to get their needs met and that you will carry over information about their prior relationship with you into the current interaction. They expect you will "know them" wherever they engage your brand. They want you to seamlessly serve them as they move across channels (website, phone, brick-and-mortar, etc.) and even as they interact with different people within a channel (from sales to service department representatives during a phone call).

I've often said brands are what **people say about us when we aren't around**. They might **not** actually say you are, "Weak at omni-channel". But hopefully they **aren't** saying:

"I got handed off several times and had to repeat information for each person to whom I talked."

"I had to log-in repeatedly as I engaged different product lines for the same brand."

"After I dealt with the online bot, I still had to call in because my issue couldn't be handled digitally."

"I couldn't update my contact information online. I had to call in and wait on hold for a representative to do a simple update."

In keeping with the Zendesk research finding above, you don't want to be the brand about which people say, "They should be putting more effort into providing a consistent customer experience." **Thoughtful effort born from customer journey mapping (particularly across omni-channel customer journeys) can substantially reduce customer effort. In the process, as the research suggests, you will reduce customer frustration (Accenture), and drive retention (Aberdeen Group).**

How much effort are you expending to understand and reduce friction along the journeys of your customers? And in the words of TV psychologist Dr. Phil, "How's that working for ya?"



Timeless Wisdom

"A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well."

- Jeff Bezos

From the blog:

ESSENTIAL TRANSFORMATIONS



LARGE RETAIL CHAINS

AdAge:

Macy's plans to transform the way it markets promotions.

Kohl's will strive to increase personalization, simplification, and clarity.

JCPenney pivoting to more digital and social.



FINANCIAL INSTITUTIONS

McKinsey & Company:

Banks have three to five years at most to become digitally proficient. If they fail to take action, they risk entering a spiral of decline similar to laggards in other industries.



AUTOMOTIVE

Business Insider:

Over the next five to 10 years, this internet integration is expected to change the car ownership model, create a new platform for consumers to access content, lead to fully autonomous vehicles, and revolutionize the auto industry.

Transforming Optimism on Transformation

The word transformation is all the rage in business today. I suspect that's a byproduct of another trendy word disruption.

Given the speed of change ignited by start-up businesses and technology companies, many established and larger companies find their lack of nimbleness to be a liability. The challenges of accelerating new behaviors across a sprawling enterprise (often across multiple locations, if not countries) conjures up images of a Herculean undertaking and they frequently are framed as "make or break" endeavors.

[Continue reading the full blog post.](#)



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