



EXCEED CONSUMER DEMANDS WITH OMNICHANNEL

Learn how to leverage omnichannel strategies to meet—and exceed—customers' rising expectations.



CONSUMER DEMANDS ARE SKYROCKETING.

Most customers expect brands to understand their needs and solve their problems. They also crave hyper-personalized communications and demand prompt, proactive support.

There is no room for error in keeping pace with consumer expectations. One misstep or poor experience can cost businesses customers and profits.



To future-proof retention and brand loyalty, brands must implement omnichannel strategies. This allows them to deliver seamless shopping experiences, swift support, and personalized communications across all channels.

THE POWER OF OMNICHANNEL

Today's dynamic consumers continually switch platforms to interact with brands.

An omnichannel approach helps businesses connect with customers on their favorite channels where demand, discovery, and consumption coalesce.

Omnichannel strategies resolve both brands' and customers' most significant pain points, including CX friction, lagging customer service responses, and abandoned carts.

Compared to companies with little or no omnichannel strategies, brands with unified strategies were:

4X

more likely to report incredibly loyal customers

3X

more likely to report the customer experience they deliver deserves an 'A'

3X

more likely to report annual revenue growth

2X

more likely to respond to customers in real-time

Source: [The State of Customer Experience](#)

WITH OMNICHANNEL, BUSINESSES CAN:



Significantly improve CX



Accelerate customer service response times



Reduce abandoned cart rates

5 OMNICHANNEL STRATEGIES FOR EXCEEDING CONSUMER DEMANDS

Use these five omnichannel best practices to transcend customers' lofty expectations.

SMS Delivery Notification

Hi there, Sam! Your order, [ORDER NUMBER], has shipped. 🚚 Keep tabs on your delivery here: [LINK].

Hi, Sara, we regret to inform you about an unexpected delay affecting the arrival date of [ORDER NUMBER]. Your package will now be delivered on [DATE]. If you have any questions or concerns, reply directly to this text. Track your package in real-time here: [LINK].

SMS Delivery Delay Notification

Personalized Chat App Promotions

Hi Tom, we noticed you checking out [PRODUCT NAME] on our website. Enjoy 20% off your order when you snag [PRODUCT NAME] now. Use code TOM20 at checkout: [LINK].

Hi Beth, it looks like you've forgotten something in your cart! 🛒 Enjoy 15% off when you finalize your purchase: [LINK].

Abandoned Cart Reminder

Customer Loyalty SMS Program

Hi Travis, we're thrilled to have you as a loyal customer! 🙌 To show our appreciation, use code LOYAL10 to enjoy 10% off your next purchase: [LINK].

GO BEYOND CUSTOMER EXPECTATIONS WITH MITTO

Mitto Conversations allows businesses to delight customers with personalized experiences, fast support, and two-way conversations on their favorite channels.



●➤ With Mitto Conversations, you can:



Personalize messages with links, videos, and images



Optimize customer support with auto-replies and chatbots



Organize your chats so you always know who you're talking to and why



Integrate our solutions with your existing tools, including Salesforce, and HubSpot

With Mitto Campaigns, brands can send shoppers personalized promotions, delivery delay notifications, abandoned cart reminders, and more. Our advanced platform makes it easy to choose your customers, craft your messages, and schedule your campaign.

READY TO EXCEED CUSTOMER DEMANDS ONCE AND FOR ALL?

Contact Mitto today to learn more

