Omnichannel Customer Journey : Where do major brands stand?

Have a look at the results of our customers survey.

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CUSTOMER INSIGHTS

Introduction

Whatever the sector in which your company operates, satisfying your customers' needs is probably among your top priorities. But, to what extent are you aware of those needs and how do your customers interact with your brand to meet them?

How to consider the unique channel combinations in each journey to provide a seamless experience for all your customers?

Those questions are often left unanswered, while customers become more demanding and their journeys more complex due to the multiple paths they can follow. However, placing customer journey analytics at the core of your customer strategy is a turning point that should be taken as soon as possible. According to Gartner, it was even the top priority in 2019 in terms of customers innovation.

What about you? Where does your company stand today in the "customer journey" ecosystem? In this White Paper, find out the results of the survey we conducted with large companies from various industries about the current state of omnichannel customer journey analytics.
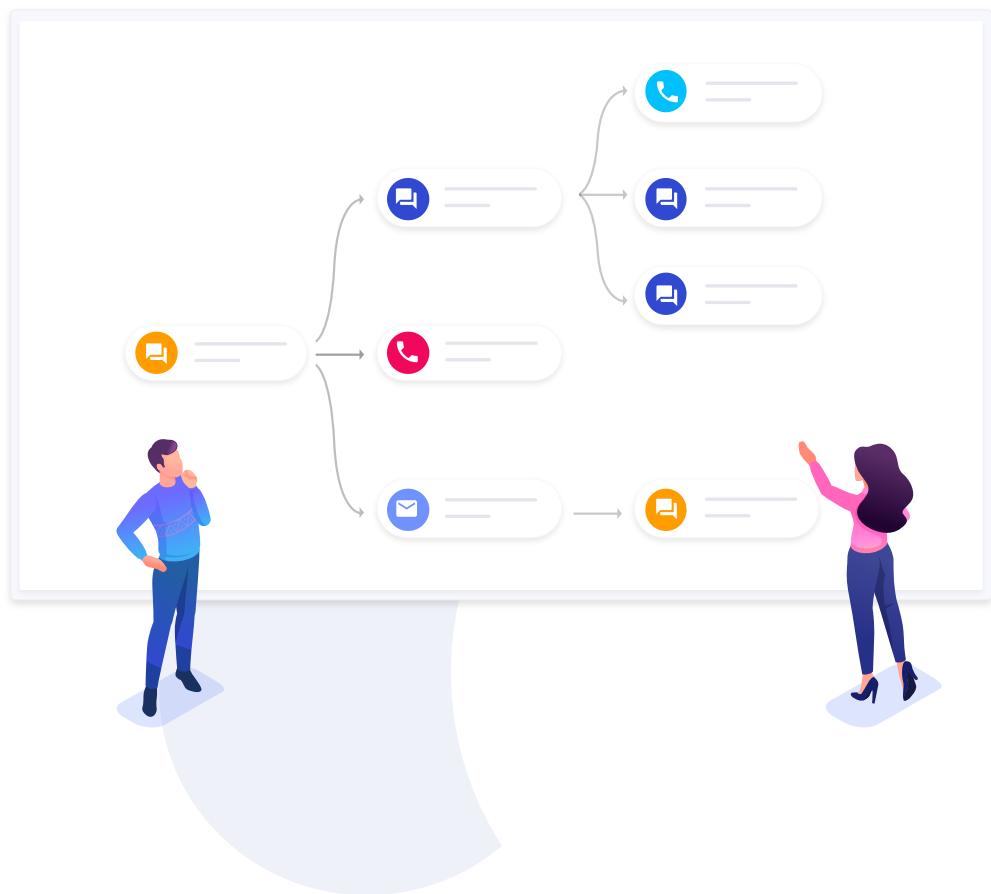
Omnichannel Customer Journeys

The Customer Journey refers to all the steps that a customer will take throughout his or her relationship with a brand, as well as all the requests and contacts he or she will receive or have with the company.

Observing the customer journey enables to adopt the customer's point of view. It involves studying the steps that customers have gone through to reach a specific target. Thanks to the variety and depth of data, the journey's reality can eventually be captured. The goal will therefore be to use accurate and exhaustive customer data to grasp their reality, rather than only relying solely on subjective feelings and qualitative studies.

This approach is also a good way for a company to challenge business processes or popular beliefs. In fact, you may find out that the touchpoints sequences imagined for certain processes turn out to be different when put into practice, or that beliefs within the company are simply wrong.

Here is an example to illustrate this idea.

Expectation

Request for quotation
Web

Quote validation
Web

Online signature
Web

Payment
Web

Subscription
Web

Reality

Simulation
Web

Request for quotation
Web

Request for quotation
Inbound call

Online signature
Web

Payment
Web

Request for credentials
SMS

Reminder for a missing document
Outbound call

Subscription
Web
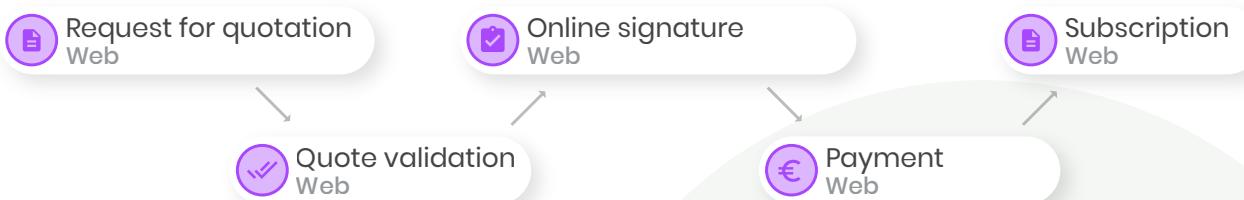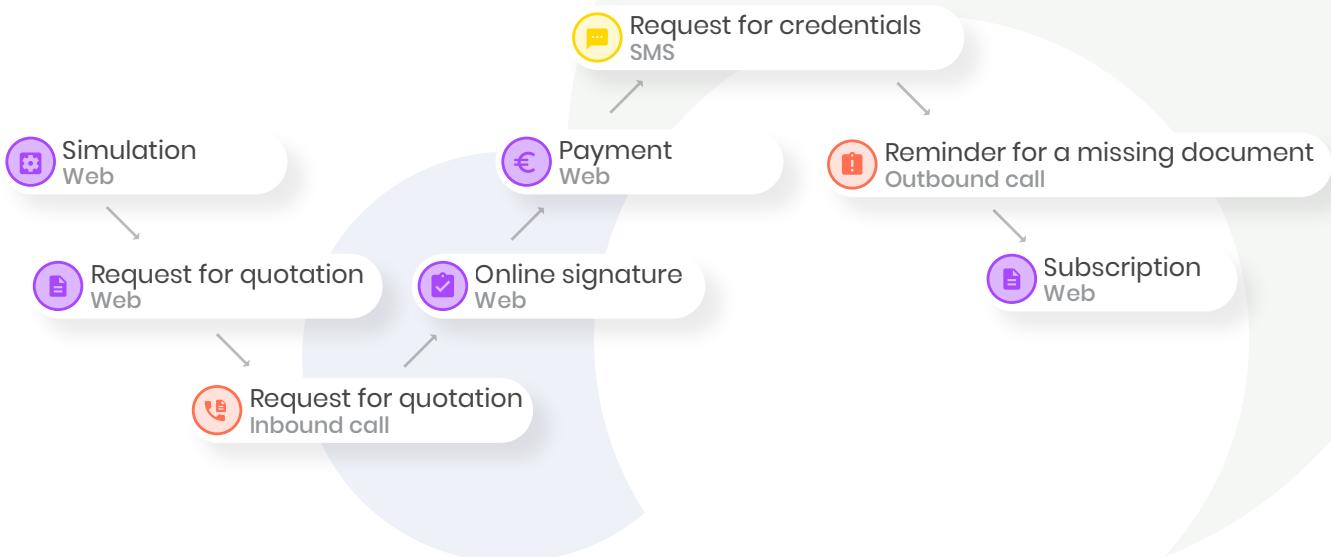
In this example, we quickly realize that data availability is key to getting a good understanding of the customer journey.

If you have a closer look at the customer journey from the online point of view (expectation) only, the implementation of the process seems to work very well. However, if the company can explore the customer journey with a multichannel view, some questions can be raised:

Does online request for quotation meet my customers' needs if they have any questions? Does the transfer of supporting documents slow down the subscription process?
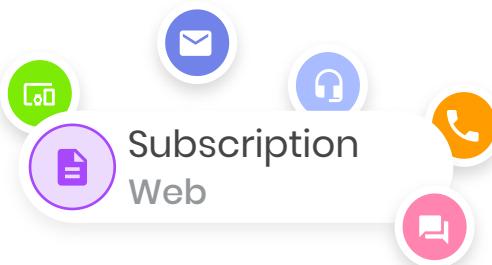
This example is deliberately simple and replicable in different sectors. But this assessment applies to each step of the customer lifecycle. An incomplete view may lead to a wrong analysis, and therefore the decision making may not rely on true facts that customers have experienced.

Even nowadays, a lot of companies still evaluate the customer experience and build their marketing strategy solely across a few channels. Yet, by using a limited source of information, the accuracy and relevance of data can be questioned. That is why implementing an Omnichannel Customer Experience strategy to better understand customers' expectations, behaviours and satisfaction become more than necessary.

But how to define an omnichannel strategy? And how to implement it?

As you may have noticed, the objective is to get closer to a 360° customer journey overview,

also called omnichannel customer journey. It will enable to understand the steps that the customers went through, across all online channels (internet, mobile apps, etc.) or offline channels (stores or agencies, call center, etc.).

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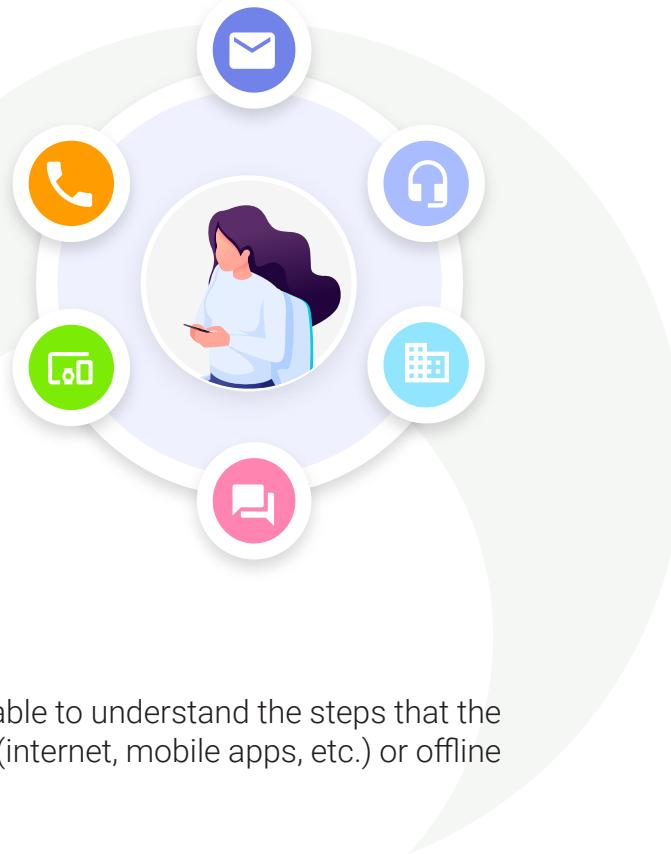
Survey:
Where do major brands stand today in the "customer journey" ecosystem?

In order to estimate more precisely the level of maturity of companies on customer journey analytics, we conducted a survey during 2019 and 2020 among top French companies from various sectors (banking, insurance, credit, retail, travel, etc.).

The answers to our questionnaire enable us to identify:

- The companies' ability to run an omnichannel customer journey analysis and, if not, the obstacles they are facing

- The priority needs and business cases that companies would like to address with omnichannel customer journey analytics

- The main features that a company expects from a customer journey analytics software

01 How do you position your company towards omnichannel customer journey analytics?

We are able to collect data

I am desperate to ever see it!

48%

17%

35%

We cannot capture all the data yet, but it is a work in progress

5
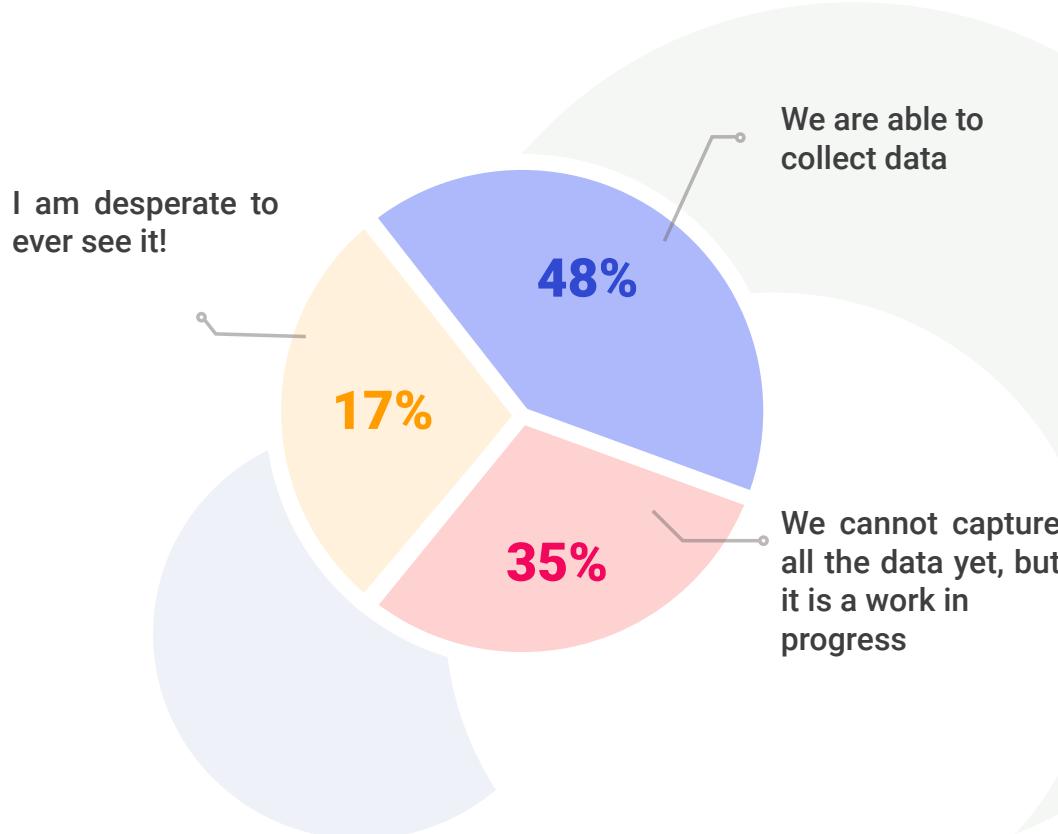
We notice that

50%

of companies are able to collect customer journeys' data across every touchpoint.

But 50% of them still need to work on it.

Almost

# 20%

of companies are desperate to ever see the omnichannel customer journey become a reality.

Do not give up! This assessment is still very frequent and can be explained by many obstacles we identified in the following question.

02 What are you missing to get started with customer journey analytics?

I would like to get started but I first need to convince people

Data availability

Clear business cases and objectives

35%

24%

A consulting support from experts

13%

13%

15%

A journey analytics tool
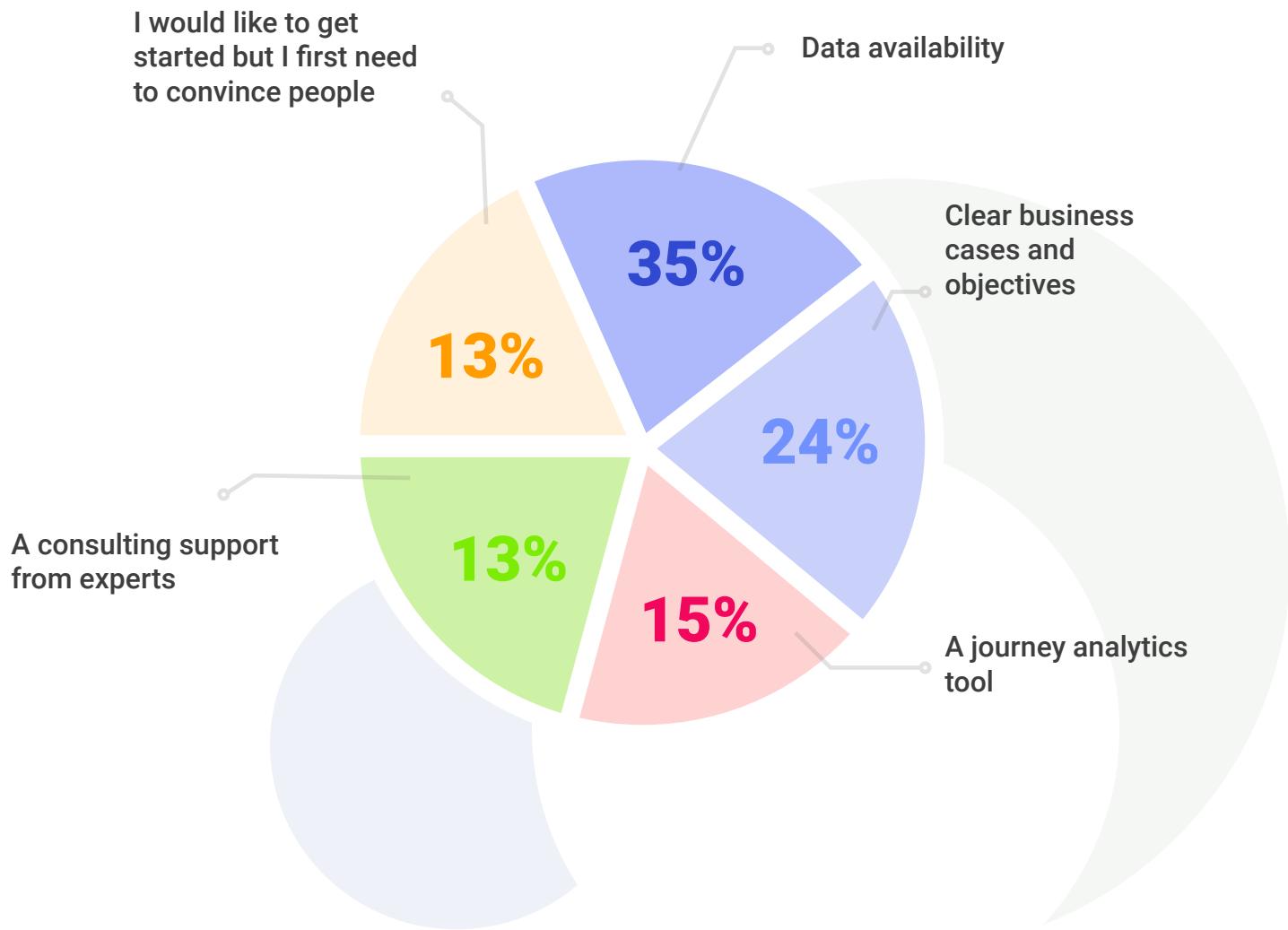
Data availability

This answer involves several difficulties.

Firstly, the multitude and variety of data sources make it harder to gather them. To achieve this purpose, a project must be carried out to implement a centralized database. You can either lead this project inhouse or outsource it to a qualified consulting staff.

Historically, companies have operated in silos: each department owns its proper tools or data and monitor its dedicated KPIs. That is why the accessibility of data first appears as a barrier, since the omnichannel journey analysis requires to unify all the data from each department into a common base.

Clear business objectives

When it comes to define business objectives and KPIs that should be monitored during the omni-channel customer journey analysis, some of our customers are puzzled!

Do not worry, it is not a matter of reinventing the wheel. The issues of an omnichannel analysis are often an extension of the monochannel ones. For instance, you will also deal with conversion rates optimization, pain-points reduction, satisfaction improvement, etc.

The only difference is that these studies have a broader scope, with a 360° view of customers, their journeys and the monitored KPIs.

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A journey analytics tool

Poor them! They do not know datakili yet!

A consulting support from expert

The support of an expert in omnichannel customer journey analytics can bring much value to your objective. He or she will help you during key steps to:
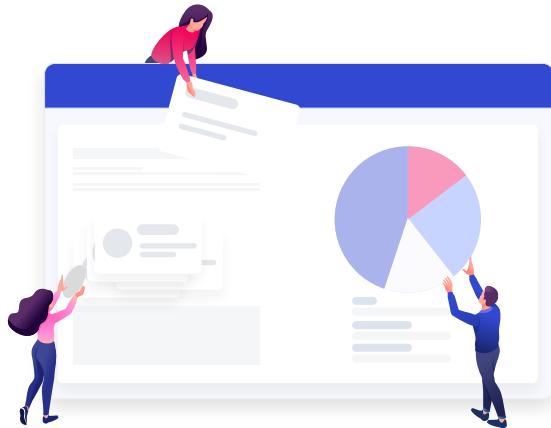
- Identify use cases to address with important ROI

- Facilitate the identification and the modelling of required data

- Support the business and data teams to adopt the best omnichannel analytics practices and the right understanding of KPIs.

I would like to get started but first I first need to convince people

This answer can be influenced by two aspects. On the one hand, the ignorance about omnichannel customer journey sometimes slows these internal projects implementation down.
On the other hand, these projects can be regarded as complex and potentially costly by the executive because they involve data subjects in several departments of the company.

However, with a support of an expert and the right tool, the implementation of omnichannel customer journey analytics projects can be handled in less than 3 months, including all the stages of the project:

- Scoping
- Data modeling
- Analysis of journeys
- Restitution

Thus, in less than 3 months, you may be able to convince your collaborators to move towards an omnichannel customer journey analytics strategy.

03 What are your priority needs for customer journey analytics?

Implement predictive solutions to send messages to the customers at the right time

Visualize the omnichannel customer journeys would be a great start

Identify winning or losing journeys to prioritize

25%

17%

27%

Measure interactions or channels attribution/contribution

16%

15%

Measure the ROI of my channels
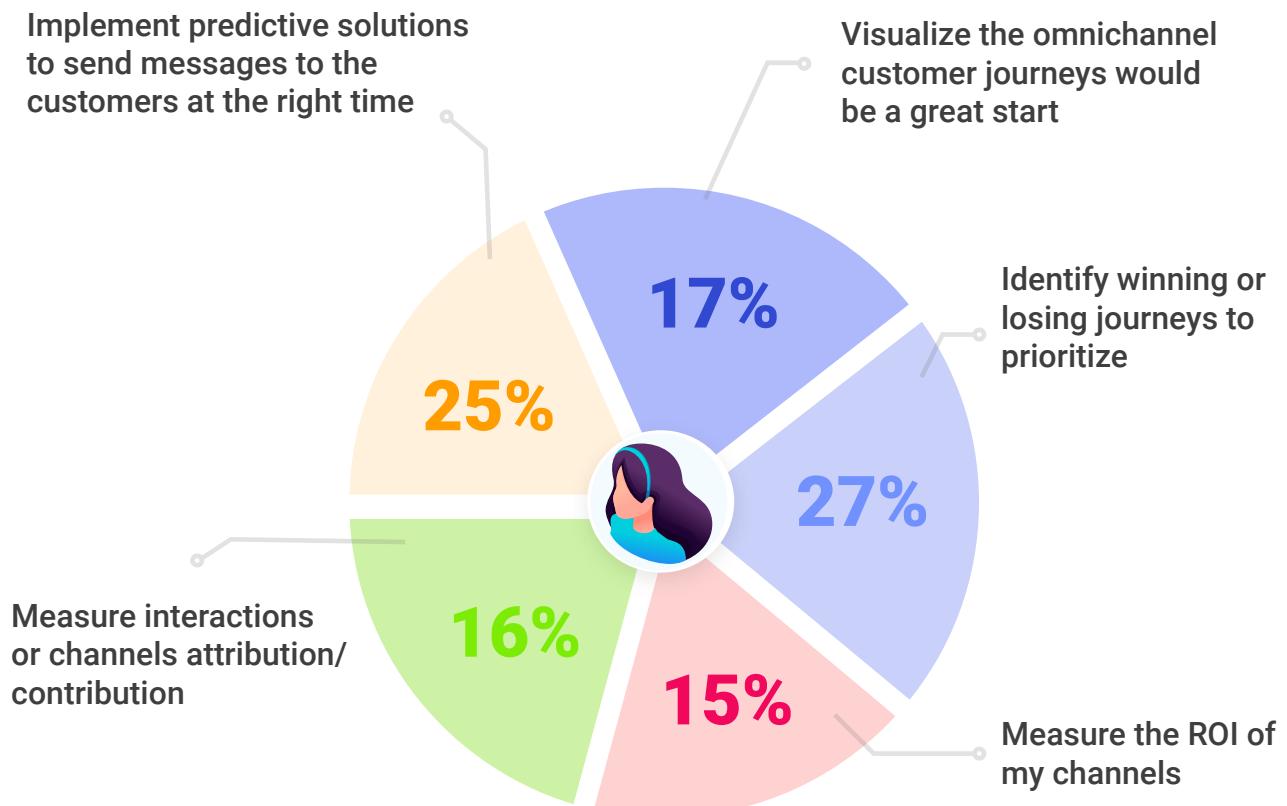
Each answer corresponds to a specific context and depends on the company's maturity.

Indeed, omnichannel customer journey analytics is a very large topic that enables to address multiple issues, from the simplest to the most complex one. These issues have been ordered chronologically and explained thereafter..

What are your priority needs for customer journey analytics?
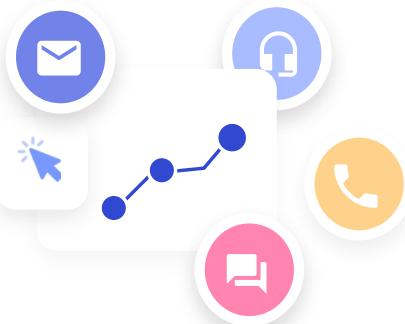
17%

Visualize the omnichannel customer journeys would be a great start.

This is the first step of the omnichannel journey analysis, it consists in mapping each journey with the key touchpoints and having a clear 360° view of behaviours.
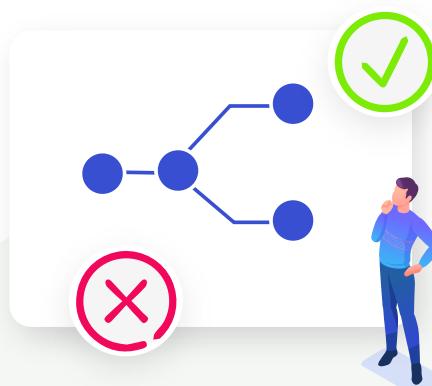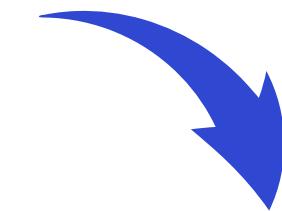
27%

Identify winning or losing journeys to prioritize

This stage enables the company to initiate a reflection and start identifying the steps on which it will be able to act, and obviously, establish priorities based on the importance of the project, the impact on the organization, the current processes and the expected ROI.

## 15%

Measure the ROI of my channels
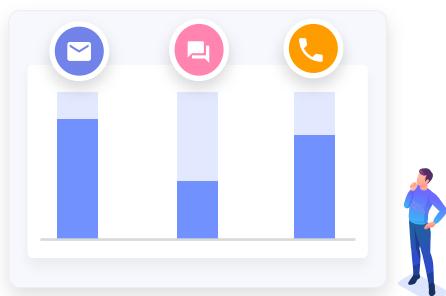
This approach enables to measure the impact of several channels, one in relation to others, within the journey and/or measure their complementarity, as well as their efficiency.

16%

Measure interactions or channels attribution/contribution

Once again, measuring the effectiveness of interactions or channels to reach a target is enhanced by a 360° data accessibility. The statistics models will therefore be able to get stronger results.
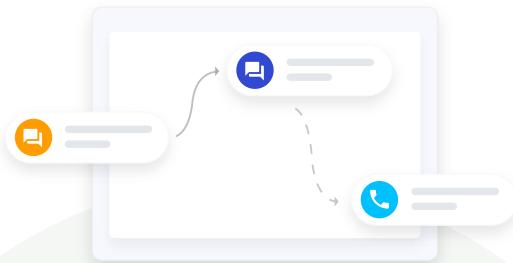
25%

Implement predictive solutions to send messages to the customers at the right time

One of the outcomes of the omnichannel customer journey analysis is to implement predictive algorithms. Indeed, they feed off the amount of data injected into them and become more efficient as the scope increases.

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04 According to you, what are the priority features of an omnichannel solution?

UX/CX optimization

Predictive features

24%

23%

Processes optimization

23%

21%

9%

Attribution contribution

Journey targeting
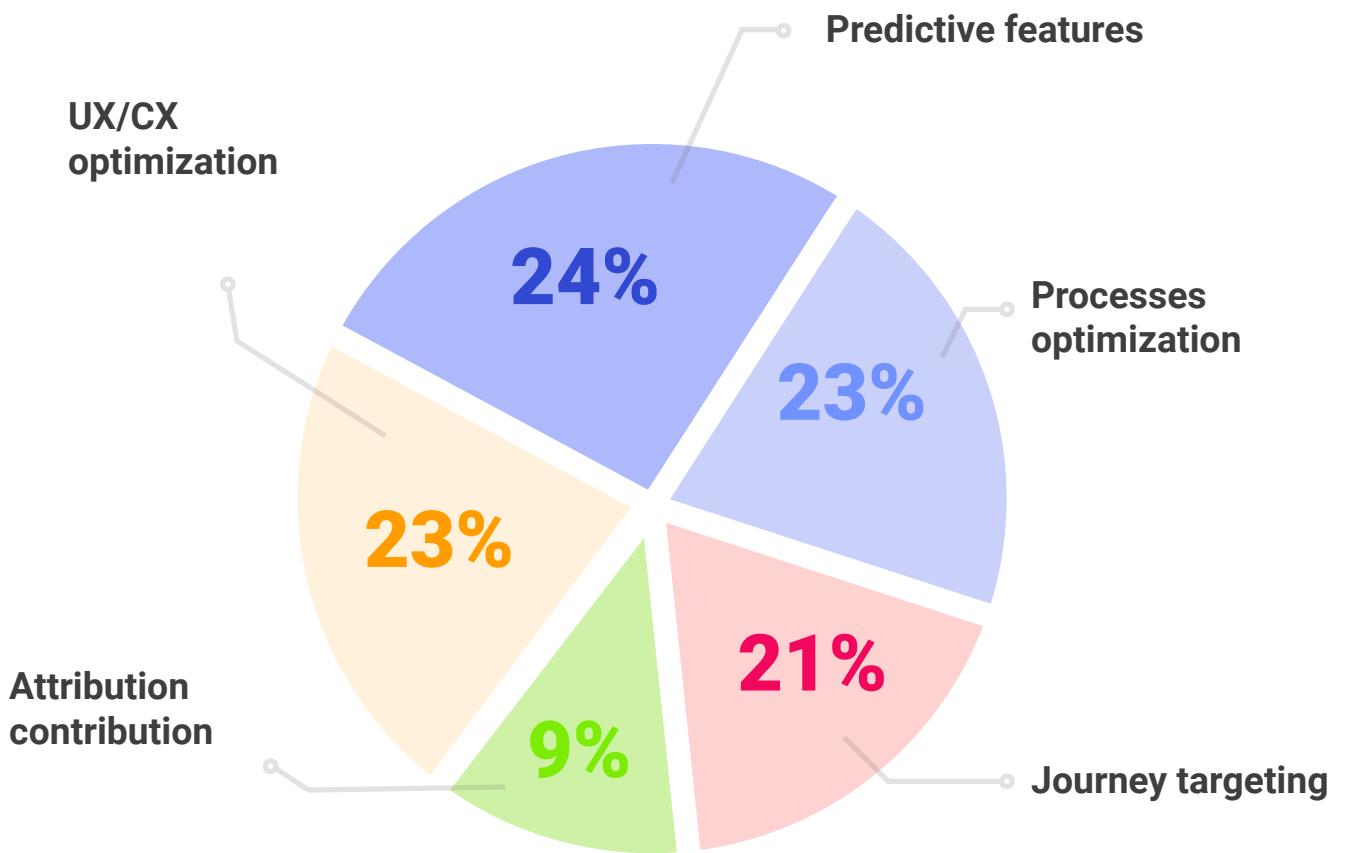
Here is the distribution of features that companies expect from an omnichannel solution.

At datakili, we are very proud to cover this entire functional scope and to be able to support our customers in achieving their objectives in each one of these subjects.
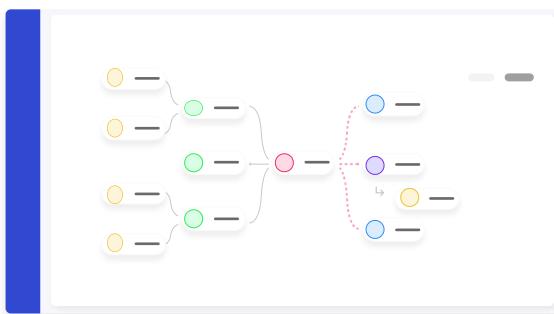
Predictive features
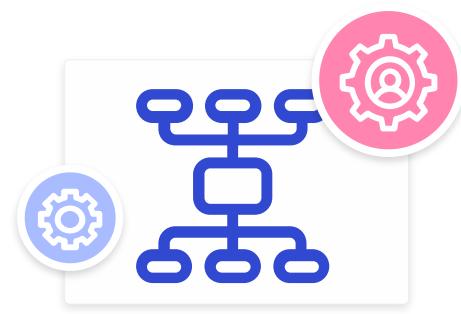
Processes optimization
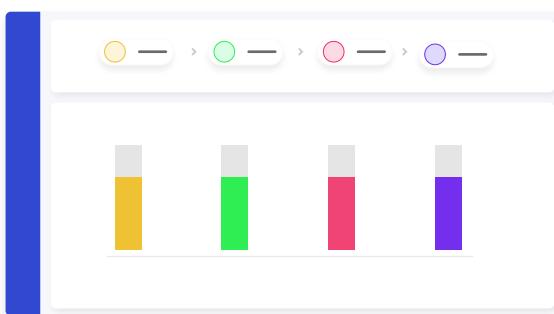
Journey targeting
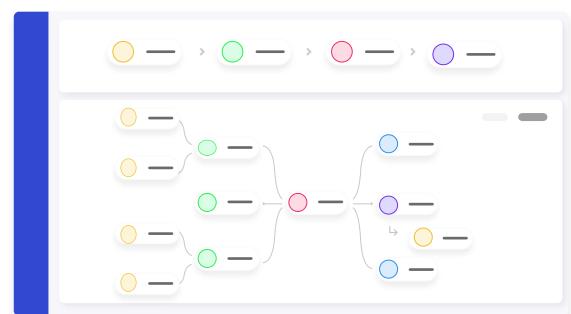
Attribution / contribution

UX/CX optimization

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Conclusion

We hope that this White Paper and the results of our survey will help you to better position your company regarding the analysis and the understanding of omnichannel customer journeys.

At any level of maturity, every business in search for a seamless customer experience with multiple channels can undertake an omnichannel customer journey analytics approach, whether to:

- Conduct a study based on customer journeys

- Launch a continuous improvement process around data

- Start a journey analysis project on a given use case

- Challenge non-specialized dataviz or data analytics solutions

- Give extra tools to customer journey managers, UX/CX managers or business analysts

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