



multi channel experience across all touchpoints

SMI enable your customers to engage your business across multiple touch points while in the physical store - the online website, mobile app, through a catalog, or through social media.

Whether customers access products and services by calling customer service, by using an app on their mobile smartphone, or with a tablet, a laptop, or a desktop computer, each piece of the customer's experience is unified, consistent and complementary. The Omni Channel Marketing solution is driven by extending the customer insight model across all touch points with your customer:

SMI's Omni Channel app helps retailers and brands move from a shopper's journey to a total customer experience. By knowing your customers, their interests and how to communicate, you are in the position to provide a unified, rich customer experience on a 1 to 1 basis.

Good for

Retailers who want to develop a loyalty program or need to improve the execution of their current loyalty strategies.

What you need

You need the Customer Engagement app to collect customer data.

What you get

- Improved loyalty metrics (number of repeat visits, increased basket size by segment, CLV)
- Upward net migration in lower value to higher segments
- Decreased churn, improved NPS from more satisfied customers
- Increased floor personnel sales, lower product returns

Pricing

Based on the number and types of channels in play.

How it works

Communication channels are designed to deliver a programmed message that is relevant and contextual to the point of contact.

Retailers using the Omni Channel app improved customer satisfaction scores, reduced customer churn by up to 12% in high churn rate stores and increased purchase baskets by 2% on targeted segments

Key Features:

Communication Touch Points

- At the point of sale by location in your stores
- While shopping online
- When discussing your offers on social media
- At the time when engaging in-store sales personnel
- When receiving support and help

Loyalty Metrics

- Dashboards to measure loyalty impact from tactics
- indicators (e.g. Customer Lifetime Value) for change
- Measure changes by customer value segments by location

Communication Execution

- Campaign activation plan and tactics by channel, location and segment
- SMI campaign events with real time triggers and targeted messages
- Closed loop analytics to measure efficiency and impact of comm strategy