Beyond Mobile: Building a Successful Omnichannel Strategy
As our digitally connected world continues to evolve, customers are finding new ways of engaging with brands whether in-store or online. Forty-two percent of consumers already conduct online research while in-store,¹ and that number is only going to grow.

New technologies enable you to collect and analyze data across all the channels and devices your customers use. This provides you with an opportunity to leverage the resulting insights from the user’s perspective to deliver targeted communications that drive activity.

**What this means for enterprises**

This shift presents both a massive opportunity and a new set of challenges for enterprises. These new technologies give organizations:

- The ability to deliver the right message at the right time for maximum impact
- More efficient use of marketing resource to produce a higher yield per message
- Amplified customer loyalty and engagement, including increased revenue per transaction and lifetime revenue per customer

**But of course, there are also challenges, such as:**

- Customers must be convinced to opt-in.
- Data must be efficiently collected and accurately analyzed.
- Communications must deliver meaningful value to customers.
- User data must be adequately secured in order to earn and maintain trust.

¹ How Digital Connects Shoppers to Local Stores. Google, Ipsos MediaCT and Sterling Brands survey of 6,000 smartphone using purchase decision-makers, aged 18-54. 2014.
The retail and banking industries have been among the first to leverage the potential of omnichannel—in large part because they both had multiple customer-interaction channels already in place. In addition, the volume and frequency of transactions, and their anytime, anywhere nature, drive customer demand for additional convenience—in return for which customers will share personal data.

Other industries moving toward full omnichannel enablement are travel, hospitality and entertainment. Again, these are providers that customers interact with through multiple channels, demanding immediate, anywhere access to the information and services they’re looking for.

So, given the increased customer involvement and ability to drive sales, why isn’t everyone boarding the omnichannel train?

Implementing a successful omnichannel strategy is a huge undertaking. For many organizations, it means breaking down long-established silos to connect data from multiple touchpoints and arrive at a common platform to integrate all channels. Finally, to be truly successful, you need to create a frictionless user experience balanced with robust security. But that’s much easier said than done.
The Rise of the Application Economy Enables Effective Omnichannel Communication

Mobile, wearables and the Web are where business is increasingly taking place. The next step in today’s buyer’s journey can occur at any time, wherever the customer happens to be. Mobile apps make anytime-anywhere research and transactions possible—saving time and providing convenience that drives customer satisfaction.

And, while integrated omnichannel programs carry conversations from one device to another, they require agility to continuously adapt to changing market forces. That’s where APIs can enable developers to quickly respond to changing demands and create pathways that enable and enhance the user experience.

Using data from all available channels to analyze your buyers’ journeys, you’ll be able to provide customers with a quick, efficient, seamless experience from the moment they enter your brick and mortar store or log on to your website.

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4 Statista, Akamai.
The driving force behind the booming app economy is increased convenience. Consumers have set the bar for what constitutes an acceptable user experience very high. And their demands go well beyond simply being able to conduct transactions on their phones.

As omnichannel sophistication grows, so does the quantity and type of data being collected. Customers are rightfully demanding meaningful value in return for opting in to account and location-based services. The advantages of participating in omnichannel programs needs to be transparent and convincing—for instance by using predictive analytics to provide customers with tailored recommendations and offers of specific interest to them.

User Experience is Everything

Meanwhile, poor app design and performance can kill your omnichannel initiative. At best, inferior apps result in missed business opportunities. At worst, they can drive customers to your competitors. Your apps must provide a positive user experience to drive customer loyalty and program success.

### User Experience is Everything

- 50% of users rank “ease of use” as their top driver for app adoption.
- 86% of users delete an app if performance is poor.
- 25% of users will abandon a brand temporarily—or forever—due to apps that are difficult to use, are slow, perform poorly, present security issues or are poorly supported.

### Consumers who say the following app characteristics increase their loyalty to a brand:

- Performs more functions safely and securely—69%
- Makes aspects of my life more convenient—63%
- Allows for more complicated functions in less time—62%

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1 Statista, Akamai
3 Zogby Analytics survey of 6,770 consumers and 809 business decision makers in 18 countries conducted in September—October 2014.
Ideally, your omnichannel program will track data generated by users regardless of what device they’re using. Then you can gather and analyze that data to determine where the customer is in their buyer’s journey and provide them with the most relevant information and offers.

Imagine the advantage of knowing as soon as a customer steps into your store or logs on to your website what that customer is looking for, down to the brand, the size and the price point they’ve been researching.

1. Customer researches product options on laptop at home.
2. Reads reviews on tablet while commuting to work.
3. Uses mobile app to locate nearby store while on lunch hour.
4. Enters retail store—special savings/premium offer delivered to phone.
5. Pre-informed store associate approaches customer and directs them straight to the product they’ve been researching.
6. Sale can be closed in time for customer to get back to work before their lunch hour is over.

In-store digital influenced $1.7 trillion in sales in 2014.8

A customized experience drives sales. Shoppers would be more likely to shop in stores that offer:9

- Recommendations based on what family and friends have purchased: 54%
- Recommendations for specific products to purchase: 64%
- Personalized coupons and exclusive offers provided in-store: 85%
Just like retailers, banks process thousands—if not millions—of customer transactions every day. And the days of standing in line waiting for a teller to cash a check or a bank associate to explain loan options are long past. Now, if your bank doesn’t enable your customers to access account details, complete transactions and research ancillary products from the comfort of home—or the backseat of a cab—your customers switch to a provider that offers better options.

**49%**

of consumers have completed a banking transaction using a mobile app at least once in the past six months.  

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Zogby Analytics survey of 6,770 consumers and 809 business decision makers in 18 countries conducted in September—October 2014.
What Does It Take to Optimize Omnichannel Success?

While a clean, intuitive interface goes a long way toward wowing your customers, the back-end app support you integrate into your omnichannel program is every bit as important. In the end, it’s speed and simplicity that determine whether or not users will continue to use your apps. You need a sophisticated rules-based policy engine to link triggers to actions. This is how you ensure that the right customers receive the right messages at the right time on the right device.

Then you need robust business intelligence capabilities that leverage API data access to facilitate:

- **Knowledge management** to ensure that your organizational knowledge is best applied toward meeting your objectives
- **Benchmarking** that allows you to establish the rules for your policy engine
- **Data mining** to collect and identify the most useful information
- **Data visualization** to present analysis results in a format that makes them easier to interpret and act upon
- **Measurement analysis** to assess the performance of your program so you can continuously improve it

Of consumer respondents to a Zogby survey:¹¹

- **68 percent** demand an app loading time of less than six seconds—and nearly half of those respondents demand a load time of less than three seconds.
- **70 percent+** ranked “perform tasks with little difficulty” and almost 80% ranked applications that have “easy to use features” as top drivers of their decision to use an app.

Businesses that fail to provide a positive user experience **risk losing 25 percent of their customer base.**

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¹¹ Zogby Analytics survey of 6,770 consumers and 809 business decision makers in 18 countries conducted in September—October 2014.
Your omnichannel initiative is all about empowering your customers. And the needs of every organization's customers are unique. So it’s important to ask yourself the following questions to make sure that you're tailoring your efforts properly:

- Who is using our apps?
- Where and when are apps being used?
- What are users doing with our apps?
- What goals are users trying to achieve?
- How can I help users get more value with our apps?

The demographic profile of your users, how and when they use your apps and for what purpose are all essential data to help you create apps that provide the best possible user experience. The easier you make it for users to extract identifiable value, the more they will use your apps.
How Can CA Help You Reach Omnichannel Nirvana?

CA has the solutions to help you get the most out of your omnichannel initiative.

🌟 **CA App Experience Analytics** helps you excel in a highly competitive mobile app marketplace:

- Gain insight, plus track, report and analyze data across web, mobile and wearables with user experience analytics.
- Get usage, performance and developer analytics all in one.
- Evaluate and address the end-user experience with performance analytics.
- Analyze and identify root cause with mobile crash analytics.
- View video animation of real user sessions.
- View screen heatmaps to easily identify popular and problematic screens.
- Get customizable reporting dashboards.

🌟 **Sign up for a free CA App Experience Analytics account.**

* CA App Experience Analytics gives you access to the full toolset and is free for up to 25,000 monthly active users for consumer applications.
How Can CA Help You Reach Omnichannel Nirvana? (cont’d.)

CA Application Performance Management helps you inspire your users with every app transaction:

- Delight users, differentiate your business and protect your experts.
- Proactively perform application monitoring to stimulate loyalty and create competitive edge.
- Ensure app performance meets high user expectations.
- Create task-relevant views based on attributes important to a specific role or immediate task.
- Quickly identify when and where changes occurred along with the resulting service impact.
- Recognize problems as they develop and intuitively understand the most critical and recurrent problems across your application landscape.

CA API Management lets you deliver an exceptional user experience and create new revenue streams:

- Integrate everything, enable developers and secure the open enterprise.
- Accelerate mobile and Internet of Things development.
- Integrate and expose legacy systems and applications as APIs.
- Onboard, enable and manage developers to create apps.
- Secure enterprise data to meet the toughest compliance and regulatory standards and choose which apps, developers and partners can access your APIs.

* CA App Experience Analytics gives you access to the full toolset and is free for up to 25,000 monthly active users for consumer applications.
Maximize the success of your omnichannel initiative.

Learn how at ca.com/axa.