Customer Journey: Top Tips to Map Out a Seamless One in This Multi-Channel World

Acquiring customers and repeat buyers was simple back then. If you produce high-quality products, advertise, and provide great customer service **in your store**, you can expect loyal customers. That's why many businesses then thrived and succeeded via word of mouth.

Today, however, the process is still somehow similar but shopping has gone on a very different level. Customers now purchase products using many channels - whenever and wherever they are. Thus, the term "omnichannel."

This is great for ecommerce sites, even those without brick and mortar stores. But the challenge of developing ongoing and meaningful customer relationships requires you to connect with them through more than one medium. If you're not sure how to do this, here are our best tips for mapping out a seamless customer journey. And in the process create customers for life.

Develop your map from the point of view of your customers

You can choose for potential customers to opt-in via a web form on your website and social media pages. But **if you're the customer, what will prompt you to permit a company to contact you?** Do you think you'd like special offers like subscriber-only deals, a discount coupon or two, or a free product trial perhaps?

Think about your customer's convenience on all touchpoints. Would they like mobile-friendly sites more? Would they be inclined to sign up if asked to provide their first name and email address only? How would they want you to contact them? Would email be enough? Or would text messages look intrusive?

If you make it effortless for them to take the next steps, your process of acquiring customers and converting them into subscribers would run smoothly.

Personalize your customer's experience

At the onset, you'd want your customers to trust you. But once they're onboard **aim to give them a sense of belongingness.**

That said, sending a welcome email to new subscribers is imperative. You can also take this chance to invite them to your loyalty program or social media pages. And once in a while, send them updates about what's happening in your company. They'll feel part of a community with these types of initiatives.

At this point, it wouldn't hurt to ask for more personal data such as their birthdays and anniversaries. Inform them that these information qualifies them for exclusive offers on their

special days. Taking this extra step of acknowledging your customers encourages repeat purchases which would definitely benefit your business.

Customers feel valued too when asked for their feedback. And you can request for this via survey forms, product reviews, or even social media comments. Doing this will help you better understand your customer's needs and they'll recognize you care because you asked for their perspective.

Retain customers with continuous engagement

Your customers also include website visitors and previous buyers. So putting up online systems in place like browse retargeting and triggered emails for abandoned carts and inactive subscribers would get their attention. However, in order to retain or renew their interest, offer them deals based on either their browsing history or past purchases.

Still, some customers show continued interest via social media making this space a good avenue for giveaways and contests. But sharing meaningful and useful content like blog posts or helpful videos based on their needs will keep them coming back.

Crafting a positive journey for your customers is key to converting them to loyal advocates. And you can do this by listening to them first. From there develop initiatives based on their preferences. Then you can expect their enduring attention.