

LET'S TALK ABOUT TOTAL EXPERIENCE



Deliver the best experience for
your customers and employees

Your customer sees you as one channel **and** company

Total Experience:

A holistic experience that transcends traditional boundaries and delights customers at every touchpoint.

If you look at your company, you probably see a kaleidoscope of channels, processes, and structures. Your customers see something much different and far more simple.

They see a single channel.

Your sales experience should mirror that simplicity. **Both for your customers and employees.**

It should be effortless and delightful for customers to engage with and return to your brand again and again. And it should be easy for employees to excel in their roles and transcend silos to support one unified vision.

In other words, you should strive to deliver a **Total Experience**.

Omnichannel:

The strategic approach to implement and maintain this consistent experience.

What is a Total Experience and how does Omnichannel enable it?

The **Total Experience framework** connects and streamlines all internal and external channels, enabled by a strategic approach we call **Omnichannel**.

When you think about what constitutes an organization (how it sells and provides service) and all its associated processes, you likely picture every entity (from individual teams to customer-facing interfaces) as a pillar. It's a strong image. Sturdy columns holding up a lasting structure. But don't pillars look a lot like silos?

Using **Omnichannel approaches and strategies**, you knock down pillars and coalesce as one organism (one channel).

Implementing such a lofty goal is easier said than done. That's why we're here: to guide you along the process and enable you to build a Total Experience that delights your customers and empowers your workforce.

But where do you start?

Start with identifying what's holding you back

Your customer journey is fraught with potential reasons to churn. And internal processes most likely reflect these challenges.

Here are several things that cause friction in sales and service. You may recognise some (if not all) of them:

- Unclear sales targets and success benchmarking.
- Too many different channels and stories.
- Insufficient data and communication to manage inventory efficiently.
- Poor communication between physical and digital storefronts.
- Lack of customer data for better, more tailored experiences.
- Complicated processes that impede efficiency and leave little time for meaningful engagement.
- Overly long and complex onboarding processes for new employees.
- Too many manual procedures that cover gaps between digital and physical storefronts.

As you know, you can encounter many problems in selling and in providing stellar service. That's why our first step with you is to run an **Omnichannel Diagnostic Assessment** to identify the issues unique to your business.

How our Omnichannel Diagnostic Assessment works

Our step #1 in building your Total Experience

As said before, it's tricky to fix a problem (or many problems) when you don't know what they all are and how they possibly augment other issues.

That's why our first step is to run an Omnichannel Diagnostic Assessment, the first of three steps we use to help sales organizations understand and adopt Omnichannel, followed by **Design Framework and Execution**.

The diagnostic provides insight into the strategic and operational models to start working toward, including software optimizations for better automation and breaking down silos.

Of course, creating a **Total Experience** doesn't happen overnight. Diagnostics take a long time to complete, and then every change is implemented gradually so that everyone can get on board and understand its impact.

This being the case, the process can be rather daunting, even with a Bold Rethink expert guiding the way. So, we highlight a central question to ask every step of the way: is what you're doing helping the people who really matter, internally and externally? If not, then the simple answer is to change it. Think of this as a North Star.

What comes after your Omnichannel Diagnostic Assessment?

The next phase after receiving your comprehensive diagnostic is to make an action plan of how to implement all the proposed improvements. The diagnostic includes actionable steps and concrete ideas for adapting your strategy and goals to these changes.

Of course, a good diagnostic will be extensive. So, you can work with Bold Rethink to prioritize which steps to take first, which to put a pin in, and how to test for effectiveness as you go. Our goal is to get you up and autonomously Omnichannel-enabled to synthesize your:

- E-commerce: Get more inventory insights in stores, seamless payments, better clienteling, and easier returns.
- Physical stores: Enable home delivery, digital empower store associates, digitalize the in-store experience, and optimize clienteling.
- Inventory management: Make more (if not all) inventory available to every sales channel.
- Customer experience: Empower service teams with sales skills and opportunities, and empower sales people with customer service tools for personalized service.

As you move forward, remember that your culture will be impacted, so you should leave space and allocate resources to tend to this often overlooked (or misunderstood) part of your organization.

It's paramount that you help everyone at your company understand what's happening across all teams and channels, internal and external. You're equipping your organization with better sales processes and tools; you want to equip people to wield them.

Bold Rethink can help with that aspect of the Total Experience transformation especially. We've been through this shift before, and can act as stewards to everyone feels empowered.

Case study

How we improved customer satisfaction for a major airline

The situation

Bold Rethink took to the skies to help a European airline adopt more holistic Omnichannel strategies. As a major airline with all the regular commercial aviation challenges, the client was contending with low customer satisfaction and inefficient processes. Of course, the company had talented staff and a desire to excel. We help transform this intention into action.

The pressing challenge

A big part of why the flying experience is often lacking for customers is that it's complex and disjointed. There are so many moving pieces (the customer being one of them). The entire chain of activities, from purchasing airline tickets to dealing with luggage, isn't nearly well connected enough. This airline's challenges were no exception.

Omnichannel is all about improving your processes, technology, and automation by zeroing in on busted links in that chain. It's about finding what's stuck and fixing it, thereby making the entire customer journey more seamless (for your employees as well). So, that's exactly what we did.

How we helped

We aimed to tackle as many customer experience touch-points as possible, both on the ground and in the air. Flying is often stressful, and the nature of this particular customer journey immediately amplifies any points of friction.

From the Omnichannel Diagnostic Assessment, we realized that the best way to move forward was to identify small moments in the journey and add bursts of excellence.

For instance, the airline could boost customer satisfaction by giving frequent flyers personalized experiences in the air, faster access to service agents, and addressing loyal customers by name (along with better transfers and seating options).

One major improvement we made was giving service representatives much more detailed customer data. Customers will inevitably require help along their journeys. Reps could now provide customers with more targeted help. We also improved customer- and employee-facing software to complete the Total Experience package.

The outcome

Implementing Omnichannel strategies improved the airline's entire customer journey. Some of the tangible improvements we made included:

- Service reps could more easily identify customers on the phone or at service desks.
- Employees could jump between roles and departments more efficiently to support one another.
- Reps had more time to engage with customers (nearly 8 minutes per client).
- The airline could more easily measure results across every channel as the systems and methodologies worked seamlessly together.

These improvements boosted the airline's customer feedback score to 8.6 and its NPS measurements by 20 points. Reps could also now solve 95% of issues immediately. The airline now functioned as a Total Experience, making flying far more pleasant from booking to destination.

Your next step with Bold Rethink

Consumer habits are constantly evolving and competition is getting fiercer and less intuitive. Your sales funnels may be competing with each other! Now's the time to start the journey toward an Omnichannel-enabled Total Experience transformation.

We can help you craft an outstanding experience for your customers and employees, helping to boost your market excellence and overall improve the journeys you offer together. Contact us to schedule your Omnichannel Diagnostic Assessment. Let's get started.

**TOGETHER WE GROW,
TOTAL EXPERIENCE FUSED,
OMNICHANNEL UNITES.**

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