

# 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.

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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**.

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## **Omnichannel:**

The strategic approach to implement and maintain this consistent experience.

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

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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 boosted sales and improved processes for a big Telco

### The client

One of the first Bold Rethink clients was a prominent Dutch Telco. As a leading business, the sizable company comprised many siloed-off teams and departments. This structure made communicating efficiency and aligned messaging harder, impacting most sales flows negatively.

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### The situation

If we look at this client's sales funnels, one of the most pervasive issues was how inefficient it was for customers to go from needing a phone or subscription to the point of purchase. Let's look at one highly specific example.

Imagine that a customer were to drop their phone into a canal on a Saturday. Under the client's product structure, it would then take days to get a new phone, as the plan connected to the phone would have to be amended also. Customers would often churn because of this direct barrier to what should have been an easy purchase.

Nowadays, it's much easier to just pick up a new phone and pop a new SIM card in that's device-agnostic. It seems intuitive now, but this was a direct result of Omnichannel thinking.

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### How we helped

Our diagnostic revealed that the Telco's glacial communication pace and sales structures weren't fit for solving on-the-ground challenges like the one above.

We needed to help everyone at the company better understand one another's processes and break down as many silos as possible, and implement leaner strategies.

To do this, we created learning opportunities to boost cross-department understanding. Logistics specialists could all of a sudden support telesales tasks, for instance.

More broadly, we introduced new strategies for taking the learnings and applying them to improve collaboration and improve sales across all channels.

With these Omnichannel tactics, we enabled the Telco to:

- Deliver items to stores and homes more efficiently and flexibly.
- Allow customers to pick up items from several stores or switch to home delivery.
- Open up in-store exchanges and returns (a direct sales booster).
- Offer better in-store experiences, especially for older customers who didn't want to set up phones at home.

These changes boosted digital and in-store conversion and reduced shipping costs in a symbiotic way. The company could deliver directly to customers in-store while also upselling them on items that could complement those purchases and reduce shipping time and waste.

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### The outcome

By implementing Omnichannel strategies, we helped this client:

- Reduce costs by \$5 million via strategic supply chain solutions across retail and warehouse locations
  - Reduce last-mile deliveries by 15% thanks to in-store pickup options
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# Your next step with Bold Rethink

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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.

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

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## **Contact us:**

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