



MARKET  
GLOBAL

# WHAT DOES OMNICHANNEL MEAN?

In Omni-Channel, it is understood:  
The orchestration of a personalized and consistent customer experience across all channels.



**ORCHESTRATION** Continuously optimized and adapted to each other, either manually or fully automatically.



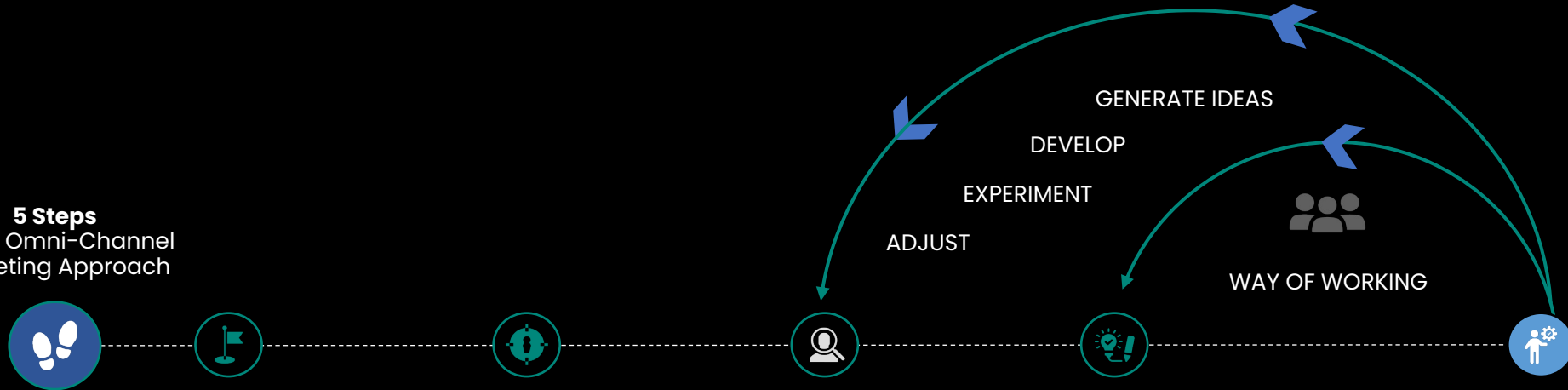
**PERSONALIZED** Individual and tailored care & communication for customers, based on an increasingly better understanding of the customer.



**CONSISTENT** All touchpoints are consistent in their message and appearance, designed from the customer's perspective.

# From a strategic goal setting to agile interaction, customer data serves as the basis for every step in the OMNICHANNEL APPROACH

5 Steps  
of the Omni-Channel  
Marketing Approach



Steps	Business Goals	1 Define Target Customer	2 Understand Customer Needs	3 Define Customer Motivation	4 Concept & Initiatives Creation	5 Test & Learn
Questions to be answered	<b>Where</b> do we want to go?	<b>Who</b> are the clients that we can provide most added value to?	<b>What</b> problems to our clients have?	<b>Which</b> way can we take to provide added value?	<b>How</b> can we use the maximum potential?	<b>How</b> do we put this in action?
Example	...	...	...	...	...	WHICH Formats and Channels do we need? WHICH hypotheses can we confirm / refute? WHAT can we measure and how?
Focus	Strategy	BASED ON CUSTOMER DATA AND WITH A CONSISTENT MESSAGE				Interaction