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OMNICHANNEL COMMUNICATIONS:

# YOUR COMPREHENSIVE GUIDE FOR 2024





Staying abreast of the latest marketing and customer service trends is critical for your brand. According to Mitto's [State of Customer Experience report](#), consumer demands are rising, making it imperative for businesses to adapt.

Omnichannel communication strategies help organizations exceed these demands and stay ahead of the curve.

Our team of experts have assembled this comprehensive guide to be your compass in navigating the complex world of omnichannel communications, shedding light on its significance, and offering practical insights for effortless implementation.





## UNDERSTANDING OMNICHANNEL DYNAMICS

Before delving into specifics, let's demystify omnichannel. At its core, omnichannel is about creating a seamless and integrated customer experience across various channels, both online and offline. It's a holistic approach that ensures consistency in messaging and customer interaction.

## OUR RESEARCH SHOWS THAT COMPANIES EMPLOYING A ROBUST OMNICHANNEL COMMUNICATION STRATEGY ARE

**4X**

more likely to report incredibly loyal customers

**3X**

more likely to report the customer experience they deliver deserves an 'A'

**3X**

more likely to report annual revenue growth

**2X**

more likely to respond to customers in real-time

Source: [The State of Customer Experience](#)

Despite these compelling advantages, achieving a mature omnichannel strategy remains a challenge for many companies. Businesses may struggle to deliver a cohesive experience across all platforms or lack the necessary communication tools to get the job done right.

## THE FOUNDATION OF OMNICHANNEL

To truly grasp omnichannel, it's essential to understand its key components. While omnichannel communications leverage all digital channels, [SMS](#) and chat apps, including [WhatsApp](#), [Facebook Messenger](#), [Instagram](#), and [Viber](#), take center stage.

SMS and chat apps are simply the best way to market, promote, and sell your business while supporting your global customers. It's all about meeting consumers where they already are.

## WHY?

[98% of SMS messages](#) are opened within 3 minutes

[Two-thirds of Gen Z shoppers](#) prefer text over email during e-commerce interactions

If sent an SMS reminder, [three-fourths of shoppers](#) will return to their abandoned carts

## REGIONAL PREFERENCES

[Over half of Middle Eastern customers](#) favor SMS and chat apps over email

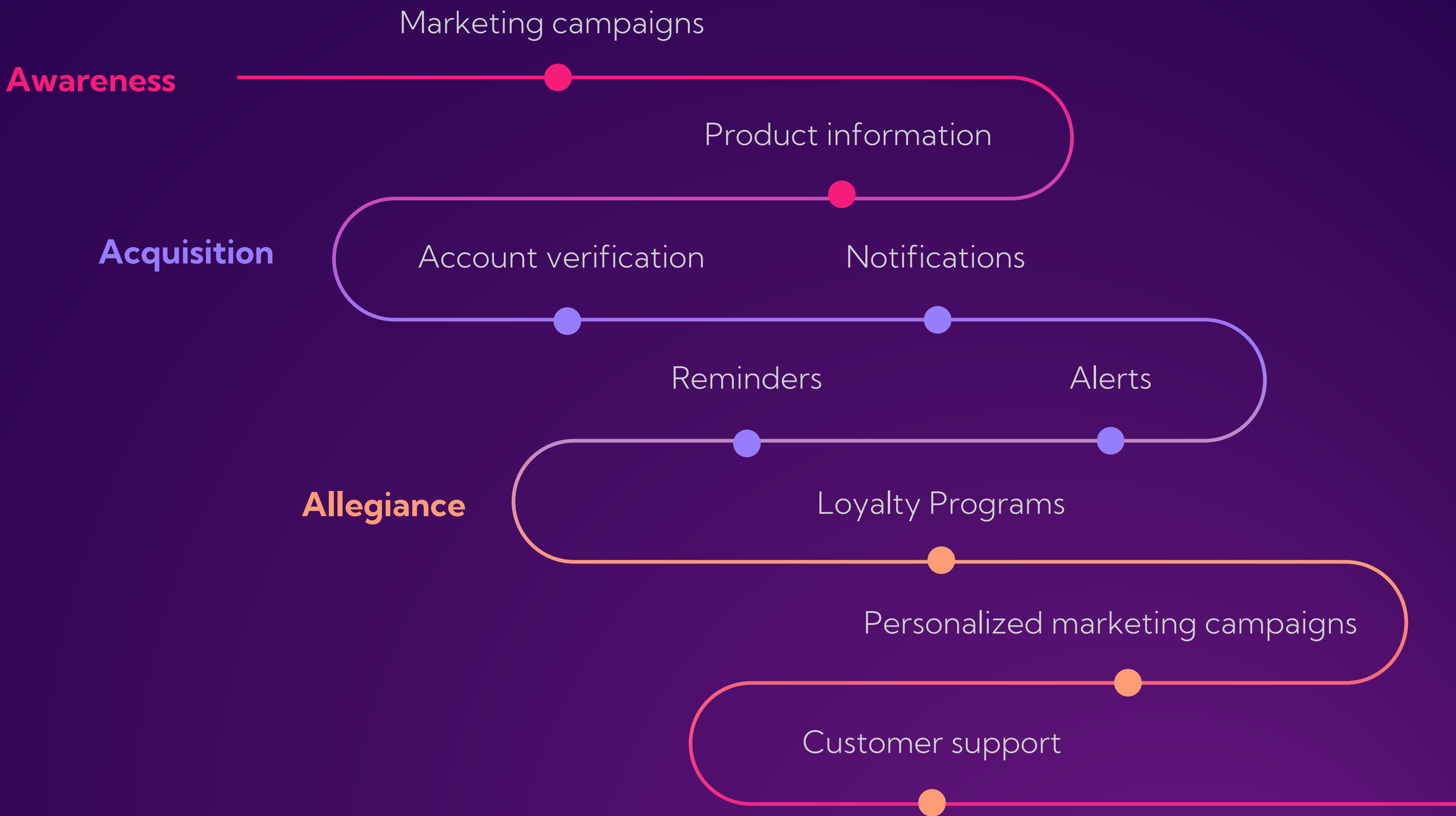
[70% of UK consumers](#) want multiple online shopping contact points

[62% of Americans](#) want brands to send follow-up texts if their shipment is delayed

# EVOLUTION OF CUSTOMER JOURNEYS

The traditional linear customer journey has given way to a more dynamic and interconnected experience. Customers now interact with brands across multiple devices and touchpoints, creating a complex web of engagements.

Omnichannel communications allow brands to engage and support customers across all touchpoints and channels.





# TOP BENEFITS OF OMNICHANNEL COMMUNICATIONS

Omnichannel communication offers several significant benefits for businesses looking to engage with users and improve their overall customer experience.

Some of the key advantages of omnichannel communications include:

- ✓ A customer-first approach
- ✓ Fast and asynchronous support available 24/7
- ✓ Personalized campaigns
- ✓ Timely notifications and proactive support
- ✓ Consistent messaging that delivers unified customer experiences

## REAL-WORLD SUCCESS STORIES

Here at Mitto, we don't just talk the talk. We walk the walk.

We've partnered with hundreds of global brands that have achieved sustainable success with omnichannel communications. The following examples serve as tangible proof of the positive impact omnichannel can have on customer engagement and business outcomes.



Roche, the world's largest biotech company and a leading provider of in-vitro diagnostics, increased open rates by 75% with Mitto's omnichannel communication tools



Kingsoft Corporation, an international software development company, improved customer security and satisfaction with Mitto's SMS OTP solutions



WYCON Cosmetics, a global makeup and skincare brand, drove marketing campaign ROI with omnichannel and SMS strategies



Fintech solutions provider FIIZY enhanced efficiency and quality with our WhatsApp and SMS API solutions

# AN OMNICHANNEL FUTURE

Staying ahead of the competition requires staying updated and embracing emerging trends.

Some of the top omnichannel communication trends positioned to revolutionize customer engagement in 2024 include:

- ✔ E-commerce brands are using SMS to reduce abandoned cart rates
- ✔ More consumers are more likely to make a purchase based on personalized messaging than high spend commercial ads
- ✔ Two-factor authentication (2FA) continues to protect customers from data breaches and fraud





## HOW TO NAIL OMNICHANNEL

### @ Keep it personal

A generic approach to customer engagement doesn't cut it anymore. Unlike traditional casinos that offer in-house support, online gaming businesses use digital channels. With different players preferring to use different channels, gambling businesses may struggle to deliver personalized communications across all platforms. Use insights from your player database to segment customers by their unique wants and needs. This lets you tailor your messages accordingly.

### ✓ Keep them safe

Use two-factor authentication (2FA) to keep players' sensitive information safe. Sending one-time passcodes via SMS is one of the simplest ways to keep online accounts secure from hackers. Compared to authenticator applications, it's more user-friendly for customers in an older demographic who don't want to download and register extra apps on their devices. And compared to email, delivery and open rates are much faster and higher, respectively. Overall, 2FA can reduce fraudulent activity by up to 99.9%.

### 📈 Boost your reach

Leverage omnichannel exposure to amplify brand awareness and stay relevant.





## HARNESSING THE POWER OF SMS AND CHAT APPS

Utilizing SMS and chat apps is vital for modern businesses. These channels offer direct, personalized customer connections in real-time. SMS excels for updates and promotions due to high open rates. Chat apps enable interactive, instant support, guiding users effectively. Leveraging these tools strengthens customer relationships, enhances efficiency, boosts conversions, and maintains a competitive edge, delivering tailored experiences.

### OMNICHANNEL MARKETING STRATEGIES

Use these strategies to turbocharge marketing campaign success, improve CX, amplify brand awareness, and attract and retain more customers.

- ✔ SMS loyalty programs
- ✔ Re-engagement initiatives
- ✔ Personalized product recommendations and campaigns using data from your CRM with Mitto's Salesforce integration capabilities

### OMNICHANNEL CUSTOMER SUPPORT STRATEGIES

Efficient customer service is the cornerstone of any successful business. Leverage SMS and chatbots to deliver prompt support 24/7.

- ✔ Accelerate response time with auto-replies
- ✔ Provide seamless customer onboarding with personalized communications and clear next steps
- ✔ Use chatbots to handle simple inquiries and alleviate customer service reps' workload
- ✔ Keep customers in the know with important notifications and alerts, like shipping updates



# DATA PRIVACY AND SECURITY

Today, privacy and security are paramount. Two-factor authentication adds an extra layer of security to customer interactions, protecting their sensitive data and your brand's reputation.

2FA will:

- ✔ Significantly reduce the risk of cyber attacks and fraud
- ✔ Ensure your business achieves and maintains complete compliance
- ✔ Boost brand trust and loyalty

# HOW TO NAIL OMNICHANNEL

Practical implementation is key to success. Here are some of our favorite ready-to-use templates for SMS and chat apps tailored for various industries.

These templates serve as a starting point for businesses looking to expedite their omnichannel adoption.

For retailers

Hi [customer's first name], thanks for joining the [your store's name] family! To show our appreciation, enjoy 15% off your first purchase with code FIRST15: [\[website link\]](#). Text STOP at any time to unsubscribe.

For restaurants

Thanks for your order, [customer name]! Your food will be ready for pickup at [time]. Please text HERE when you arrive.

For salons and spas

Hi [client first name], thanks for scheduling your first appointment with [stylist name] at [your salon's name]! To show our appreciation, here is a 10% discount on your next [service type]. We look forward to seeing you soon!

For entertainment venues

Hi [first name], [band or artist name] will be playing a show at [venue name] on [dates]. Tickets are moving fast, score your tickets here: [\[link to ticket purchasing webpage\]](#). Hi [first name], [venue name] has tons of exciting events happening all month long. Check out our calendar: [\[link to calendar website\]](#).



# THE BEST TOOLS **FOR THE JOB**

With Mitto's vast suite of advanced communication tools, you can increase marketing ROI, improve CX and engagement, and offer around-the-clock support via customers' channels of choice.

## CAMPAIGNS

A marketer's number one job is to get the word out. Our Campaigns tool enables large-scale SMS campaigns to target your customers wherever they are in the world. Simply choose your contacts, craft your message, and launch your campaign using the only digital channel with a 98% open rate.

Our user-friendly dashboard tracks every detail of your SMS campaigns, including how many messages you send, campaign spending, and any delivery issues that may arise.

## CONVERSATIONS

Two-way customer communication is a vital part of an omnichannel strategy. With our Conversations tool, you can easily manage all customer inquiries, support, and feedback in one place. No more jumping between platforms or losing track of important messages. Deliver exceptional customer experiences on any channel with Mitto Conversations.

## INTEGRATIONS

Digital messaging has become an integral component of business, essential for everything from marketing to logistics to sales. Whether you want to connect Mitto's SMS API capabilities to a CRM or other marketplace tool, our numerous integrations are a great fit for your brand. We offer world-class solutions to help you deliver exceptional conversational experiences, no matter your workflow.

## VERIFICATION

Nearly 90% of passwords can be cracked in six hours. 2FA lets brands quickly confirm customers' identities through their mobile devices, keeping bad actors off your platform. This simple solution can reduce fraudulent activity by up to 99%.



## RAISING THE BAR

As you plan for a successful 2024, we encourage you to implement these omnichannel strategies in your business. Leverage the recommended tools, templates, and insights to propel your brand into the future.

For further exploration and expertise, delve into Mitto's resources to stay at the forefront of omnichannel communications.

Supported by Mitto's proven solutions, you can elevate customer experience and stay ahead in an increasingly competitive landscape. Take the next step in your omnichannel journey and position your brand for sustained success with our intelligent communication tools.



Contact us today to learn  
how we can help you achieve  
omnichannel success.

Let's Get Started!