



BREAK DOWN SILOS WITH AN OMNICHANNEL MARTECH STACK

Tools and tech
for brands wanting
to offer best-in-class
customer support
across all channels.



Today's "hybrid" **customers use 20+ channels to interact** with brands and expect a cohesive experience across all of them.

Two-thirds of small businesses believe omnichannel is crucial for a positive customer experience (CX).

Yet over 80% of marketers struggle to unify content across platforms.



The customer experience can fall short because brands:



Don't have the right technologies



Don't have effective strategies



Don't have clear cross-departmental communications

Neglecting the customer experience costs brands big time, including:



Decreased sales

The impact of poor customer experiences in the US is more than **\$537B annually.**



Tarnished reputation

Dissatisfied customers will share their bad experiences with **up to 15 people.**



Lost customers

Modern buyers care more about a good experience than the quality of the products they're buying.

SO, HOW CAN BRANDS NAIL CX?

They need to break down siloed tech stacks and departments with omnichannel strategies.

THE BENEFITS OF OMNICHANNEL

Omnichannel strategies benefit both consumers and brands. While shoppers enjoy world-class experiences and swift support from their favorite channels, businesses that embraced omnichannel were:

4x

more likely to
report extremely
loyal customers

3x

more likely to
report significant
revenue growth
over the past year

3x

more likely to
report the customer
experience they
delivered deserves
an "A"

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

TECH FOR TRANSITIONING

Want to transform your siloed stack into a well-oiled omnichannel machine? Add these three technologies to your toolkit.



SMS is a top channel for driving customer engagement. Marketers can send offers and discounts while support teams can keep customers in the loop with shipment notifications and updates.



Data and analytics allow marketers to tailor content to individualized customer preferences and pain points.



Customer relationship management software aligns your customer support and marketing departments. Thanks to data, every team will have a 360-degree customer view and stay on top of each unique journey.

EFFECTIVE TIPS FOR ENGAGING CHANNEL-AGNOSTIC CONSUMERS

Use these actionable tips to implement your own omnichannel strategies and create seamless customer experiences on every platform.



View individual channels as part of an omnichannel hive.



Align your marketing and customer support teams by ensuring they can access the same data and share common goals.



Meet customers where they already are with Mitto.

ADD OMNICHANNEL TO YOUR TECH STACK

Mitto is where omnichannel communications happen. Our SMS API solutions can be seamlessly integrated into your existing tech stack, including Shopify, HubSpot, Auth0, Salesforce Marketing Cloud, Oracle, and more.

Integrations with Mitto allows you to:

- ✓ Extend your customer reach
- ✓ Leverage CRM data to craft hyper-targeted messages
- ✓ Deliver prompt, 24/7 support

READY TO LEVEL UP YOUR MARTECH STACK?

Contact Mitto today

