

Omnichannel Approach in Strategic Communications: Data Integration and Seamless Experience Creation for Enhanced Customer Loyalty

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Omnichannel marketing is a strategic approach to consumer engagement that involves the integration of various communication channels to create a unified and consistent customer experience. In today's highly competitive digital landscape and changing consumer behaviour, omnichannel is becoming a key tool for building audience loyalty. Companies that utilise omnichannel strategies provide customers with a convenient and uninterrupted customer experience that increases customer satisfaction and lifetime value (LTV).

One of the key elements of successful implementation of omnichannel marketing is Customer Data Platform (CDP) – a technology solution that allows collecting, processing and analysing customer data from various sources [n2, n3]. Unlike traditional CRM and DMP systems, CDP provides centralised management of customer data in real time, which enables personalised interaction with each user at all stages of their interaction with the brand. The use of CDP facilitates a seamless experience where communications become continuous, adaptive and relevant to consumer preferences and behaviour.

Data management platforms, such as CDPs, play a key role in integrating omnichannel strategies by aggregating information from various sources and building a unified customer profile. These platforms enable businesses to make informed marketing decisions, offer personalised offers and provide adaptive real-time interaction scenarios. An important tool is artificial intelligence and machine learning, which analyse user behaviour and predict their future actions, facilitating more accurate audience segmentation and personalised marketing automation.

Personalised marketing automation plays a special role in enhancing the effectiveness of omnichannel strategies [n1]. The use of triggered communications, dynamic content and recommendation algorithms allows brands to engage with customers on a deeper level, offering relevant offers at the right time. CDP's integration with marketing automation systems (e.g. ESPs, marketing clouds and chatbots) provides the ability to respond quickly to changes in customer behaviour, creating personalised marketing campaigns tailored to each user's needs.

Customer Data Platform (CDP) plays a central role in personalising omnichannel marketing by collecting, unifying and analysing customer data. CDP differs from other data management systems, such as CRM and DMP, in its ability to aggregate information from multiple sources, create a single database of customer profiles and use this data to drive personalised interactions. Unlike CRM, which is primarily focused on managing customer relationships and the history of customer interactions, CDP allows you to work with detailed attributes of user behaviour in real time. Unlike DMP, which focuses on processing anonymous data and segmenting audiences for advertising, CDP provides a complete, identified customer profile, making personalisation at an individual level possible.

There are many benefits to using CDP in omnichannel marketing. Firstly, it allows companies to build detailed customer profiles by combining data from online and offline channels, including website behaviour, in-store purchases, mobile app activity and social media interactions. Second, CDP enables a high degree of personalisation, allowing brands to develop dynamic content and triggered communications tailored to each user's preferences. Third, CDP platforms help

improve operational efficiency by automating marketing campaigns and improving predictive analytics through integration with machine learning tools.

A number of successful cases prove the effectiveness of CDP implementation for personalised communications. For example, large retailers use CDP to combine customer purchase data from physical shops and online platforms to create targeted offers and personalised discounts. In the e-commerce industry, CDP helps segment users based on their behaviour, providing personalised product recommendations and improving conversions. The banking sector is also actively using CDP to improve service levels by personalising financial product offerings based on analysis of customer transactional activity. In this regard, CDP is becoming a key tool for businesses looking to create seamless customer experiences and increase customer loyalty.

The impact of seamless-experience on customer loyalty and LTV is a key aspect of successful omnichannel marketing. A seamless customer experience is characterised by continuity of engagement, consistency of communications and personalised offers in every channel. Factors influencing customer retention and long-term value include personalised service, platform usability, and the speed and relevance of a company's responses to consumers. Research shows that companies that have implemented omnichannel strategies show significant LTV growth through increased customer satisfaction and increased purchase frequency.

To successfully implement CDP and omnichannel marketing, businesses should follow a few key steps: creating a unified customer database, integrating all communication channels, automating personalised campaigns and analysing the effectiveness of interactions. It is important to adapt to changing consumer expectations by using flexible personalisation and omnichannel engagement strategies.

Thus, modern methods of integrating omnichannel strategies include the use of advanced data analytics, personalisation automation and predictive customer behaviour. They enable businesses to not only increase customer loyalty, but also significantly increase their LTV, ensuring sustainable growth and competitiveness of the company in the digital transformation. Seamless-experience has a direct impact on customer loyalty and LTV. Companies that invest in omnichannel strategies and the use of CDPs gain a competitive advantage by improving customer satisfaction and increasing long-term customer value. In a digitally transformed environment, the ability to adapt to new market demands becomes a critical success factor.

Источники и литература

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