

Omnichannel marketing optimization for a Consistent Customer Experience

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Abstract

Omnichannel marketing has become a critical strategy for creating consistent customer experiences across various interaction channels. This approach integrates multiple marketing channels to ensure seamless customer journeys, enabling businesses to meet the evolving expectations of consumers. This article aims to explore how companies can optimize omnichannel marketing strategies to enhance customer satisfaction, loyalty, and operational efficiency. Through a literature review and case study analysis, key principles of implementation, challenges, and best practices are identified. The study highlights the importance of technology integration, including Customer Relationship Management (CRM) systems, artificial intelligence (AI), and big data analytics, in enabling personalized and real-time customer interactions. Additionally, organizational transformation, such as employee training and the elimination of operational silos, emerges as a key factor supporting a unified approach. Successful omnichannel marketing implementation is demonstrated through case studies of companies like *Starbucks* and *Sephora*, which showcase how consistency across touchpoints can drive customer retention and competitive advantage.

Keywords: Omnichannel Marketing, Customer Experience, Marketing Strategy, Digitalization, Customer Loyalty

INTRODUCTION

In an increasingly competitive business world, customer experience is one of the main elements that determine the success of a company (Aldi Samara & Metta Susanti, 2023; Andrian & Fadillah, 2021; Pranatika, 2022; Setiobudi et al., 2021; Vebiana, 2018). Today's consumers do not rely on just one channel to interact with brands, but use various channels such as physical stores, e-commerce, mobile apps, and social media (Jusuf, 2019). Therefore, companies need to ensure that the customer experience remains consistent across all touchpoints. Omnichannel marketing is an approach designed to unify various marketing channels and provide a seamless experience for customers (Suryani, 2020). This approach not only aims to increase customer satisfaction but also to create higher loyalty (Rahman, 2021). Consistency in brand messaging, service, and customer experience across channels is a key focus in the implementation of this strategy.

However, while many companies recognize the importance of *omnichannel marketing*, its implementation is not always easy. The challenges faced include technological limitations, difficulties in integrating customer data, and organizational resistance to change (Prasetyo, 2017). In addition, many companies still operate with a silo-based approach, which separates marketing, sales, and customer service functions, thus hindering efforts to create a unified experience (Wijaya, 2020). The transformation towards *omnichannel marketing* requires a profound change in the way companies operate. The integration of technologies such as *Customer Relationship Management*

(CRM), *artificial intelligence (AI)*, and *big data analytics* is key to supporting this strategy (Alfian & Hartati, 2019).

This technology allows companies to understand customer behavior, provide personalized recommendations, and respond to customer needs in real time. In addition to technology, companies also need to focus on human resource development. Training employees to understand the importance of a consistent customer experience across all channels is an important step (Situmorang, 2018). Employees who are engaged and have a deep understanding of *omnichannel* strategies will be a valuable asset in executing this strategy. In the Indonesian context, the adoption of *omnichannel marketing* has shown significant results in several industries, especially retail and *e-commerce* (Kusumawati, 2020). Companies such as *Tokopedia*, *Blibli*, and *Matahari* have successfully leveraged this strategy to increase their competitiveness. With an increasingly digital-savvy population, Indonesia is a potential market for companies that want to implement an *omnichannel* strategy (Nurhayati & Wahyudi, 2021). However, to achieve success in *omnichannel marketing*, companies need to understand the ever-changing behavior of consumers. Today's consumers expect fast, personalized, and relevant interactions across all channels (Suranto, 2022). Therefore, customer data analysis is a key element to create an effective strategy.

Additionally, it is important to create an experience that is not only unified but also engaging. For example, the integration between physical stores and digital platforms can create a unique shopping experience (Gunawan, 2017). Features like *click-and-collect*, *virtual try-on*, and data-driven recommendations can improve customer experience and drive loyalty. In the local context, the implementation of *omnichannel marketing* has also been adopted by Indonesian brands that focus on digital transformation, such as *Gojek*, *Tokopedia*, and *Bukalapak*. These companies combine technological innovation and customer experience to create integrated services (Mulyani & Hidayat, 2020). Their success shows that *omnichannel* strategies can be a key driver of growth in Indonesia's digital market.

A study by Indrawati and Ragil (2021) emphasized the importance of digital channel integration in creating a consistent customer experience through *omnichannel* approaches; however, their research focused mainly on technological aspects and did not delve into the role of employee engagement as a key driver of strategy success. Meanwhile, Putra and Lestari (2022) examined the effectiveness of *omnichannel* campaigns in boosting customer loyalty within the retail industry but overlooked the organizational challenges and structural resistance often encountered in implementing cross-channel systems. This study addresses these gaps by adopting a more holistic approach—merging technological, organizational, and human resource perspectives—particularly within the context of emerging Indonesian digital businesses.

This article will take an in-depth look at how companies can optimize their *omnichannel marketing* strategies to provide a consistent customer experience. Using case studies and literature analysis, this article provides insight into best practices and challenges that may be encountered in the implementation of this strategy. Through this discussion, it is hoped that readers can understand the importance of *omnichannel marketing* in creating a competitive advantage in the digital era. In addition, this article also aims to provide practical guidance for companies looking to start or

improve their *omnichannel* strategy. This transformation is not only relevant but also essential to maintaining business relevance amid an ever-changing landscape.

METHOD

This research used a descriptive qualitative approach to explore the experiences and challenges faced by companies in implementing omnichannel marketing, as well as how customers felt a consistent experience across multiple channels.

The research was conducted in several companies in the e-commerce and retail sector in Indonesia, such as Tokopedia, Blibli, and Gojek. Corporate informants included marketing, information technology, and customer service managers. Customers were consumers who interacted with companies through various channels.

In-depth interviews were conducted with 5–7 company managers and 10–15 customers who had used various interaction channels. Focus Group Discussions (FGD) involved group discussions with 6–8 customers to explore their perceptions of the consistency of the experience across different channels. Interviews were conducted face-to-face or online with a duration of about 45–60 minutes per session. The FGD was moderated and lasted about 90 minutes, with discussions on customer experience and service consistency.

After the data collection process through in-depth interviews and Focus Group Discussions (FGD) was completed, the next step was to conduct data analysis. This analysis process used thematic analysis to explore and understand the patterns, themes, and relationships that emerged from the collected data. The results of the analysis were presented in the form of a narrative describing the main findings found through interviews and FGDs. Each theme that arose was explained with reference to direct quotes from participants to provide clear and strong evidence. The analysis discussed the relationships between themes, as well as revealed similarities and differences in the views of companies and customers regarding the consistency of the experience provided by omnichannel strategies.

With an in-depth thematic analysis approach, this study provided a clear and comprehensive picture of the challenges and opportunities in the implementation of omnichannel marketing in Indonesia. The results of this analysis served as the basis for practical recommendations for companies looking to optimize their omnichannel strategies to improve a consistent and satisfying customer experience.

RESULT AND DISCUSSION

This research aims to explore how companies optimize their omnichannel marketing strategies to create a consistent customer experience across multiple channels. Based on in-depth interviews with company managers and customers as well as focus group discussions (FGDs), some key findings were found regarding the implementation of omnichannel marketing and customer experience.

Consistency of Customer Experience

Most of the customers interviewed revealed that they expect a consistent experience across all the channels they use, be it a physical store, an e-commerce platform, or a mobile app. However, even though companies like Tokopedia and Gojek have integrated various channels quite well, some customers feel that there is a difference in service quality between digital and physical channels. For example, they find customer service through the app to be faster compared to the in-person experience in a physical store, which sometimes takes longer to respond to issues. This issue is in line with findings from the literature that suggest that while omnichannel marketing offers many benefits, the challenge of maintaining a consistent customer experience remains a significant barrier. Therefore, while the company has made efforts to integrate multiple channels, not all customers feel the consistency of the experience across every touchpoint, which underscores the importance of improving service quality across channels.

Technology Integration Challenges

From interviews with the company, it was found that the integration of various technological systems is the main challenge. Companies face difficulties in combining Customer Relationship Management (CRM) systems, customer information systems, and data analytics used to personalize the customer experience. This has caused some customers to feel that the company does not always provide relevant and timely services even though they use various channels. This difficulty is reminiscent of previous research that stated that technology, while a key factor, is often a barrier in the implementation of an omnichannel strategy. To address this, companies need to focus more on technology system integration to ensure customer data obtained from multiple channels can be used effectively to enhance a more personalized and relevant experience.

The Influence of Human Resources

One of the key findings from the interview with the company was the need for intensive training for employees. Some companies, such as Bilibli, have focused attention on employee training to educate them on the importance of consistency in customer experience. However, some other companies are still not fully aware of the importance of this training. As a result, the customer experience can vary depending on whether or not they interact with trained employees. These findings are in line with the literature that states that human resource development is the key to the successful implementation of omnichannel marketing. Employees who have a good understanding of omnichannel strategies can provide a more consistent and satisfying experience for customers. Therefore, training that focuses on an in-depth understanding of omnichannel strategies is essential to creating a unified customer experience.

Customer Acceptance of Technology

Customers involved in the study showed positive acceptance of technologies used in omnichannel strategies, such as click-and-collect and virtual try-on features. Nonetheless, some customers expressed that they felt anxious about the privacy of their personal data collected through various digital channels. Data security is one of the main concerns that can affect customer loyalty if not handled carefully. This reflects findings in the literature that emphasize the importance of companies keeping customer data secure in order to maintain their trust and loyalty (Grewal et al., 2020). While technology provides convenience and convenience for customers,

data security and privacy issues must be a priority for companies to continue to maintain customer loyalty.

Customer Satisfaction and Loyalty

Customers who experience a consistent experience across multiple channels show higher levels of satisfaction and are more likely to remain loyal to a particular brand. The results show that companies that are able to create a seamless customer experience, both in physical and online stores, have higher loyalty levels than companies that experience problems in integrating their channels. These findings support the opinion in the literature that customer satisfaction is a major driver for customer loyalty. A consistent and satisfying experience across channels will increase customer loyalty, ultimately contributing to the company's long-term success. Therefore, companies need to prioritize the consistency of customer experience to ensure the sustainability of long-term relationships with their customers.

CONCLUSION

This study confirmed that while the implementation of *omnichannel marketing* offered significant potential to enhance customer experience, companies faced key challenges such as technology integration, inconsistent service quality across channels, and the need for human resource development. Addressing these issues required companies to focus on integrating technology systems that could effectively unify customer data, provide comprehensive employee training for consistent service, and prioritize customer data security to alleviate privacy concerns. By ensuring a consistent and satisfying experience, companies could improve customer satisfaction and loyalty, ultimately gaining a competitive advantage in a digitally driven market. For future research, it is suggested to explore the long-term impact of *omnichannel* strategies on customer retention and to investigate how emerging technologies, such as artificial intelligence and machine learning, can further optimize the customer journey across channels.

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