

THE EFFECTIVENESS OF OMNICHANNEL AS A DIGITAL MARKETING MEDIUM IN THE ECONOMY AFTER THE COVID-19 PANDEMIC

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ABSTRACT

Keywords: Omnichannel Marketing; Post-Pandemic Digital Marketing; COVID-19 Economic Impact.	Omni channel is a support that provides the best experience for customers until they feel satisfied. In today's digital era, the omnichannel concept allows interaction between businesses and their customers through various platforms with integrated channels. Customers can easily access all business information through various channels such as physical stores, websites, mobile applications, and social media. Customer interaction is practical and fast. Having omni channels consistently will provide the best experience to customers where they remain coordinated, and even though they use any channel, customer needs are still met uniformly. Using several types of omnichannel in the current digital era, especially in the period after the COVID-19 pandemic, where there is a shift in customer spending patterns, of course, will make it easier for business owners to do marketing and decision-making related to the company, the effectiveness of using omnichannel in company management, especially those run by company leaders with specific genders, also affects in terms of innovation carried out company.
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Introduction

With the development of technology, many businesses use different channels to reach customers, and the number of channels often makes it difficult for businesses to manage them (Suryanto, 2016). Therefore, businesses need Omnichannel.

The omnichannel implementation allows businesses to unify multiple business channels in one unified platform. This makes it easy for them to manage and monitor all business activities from each channel from just one dashboard. These omnichannel capabilities can save teams time while increasing business productivity. All customer interactions are also synchronized automatically (Bahri, 2020). So, no more neglected customer requests. Omnichannel is a business strategy to improve customer experience by integrating various sales channels into one system. These channels include websites, mobile apps, email, social media, and physical stores.

The omnichannel approach focuses on a positive customer experience, program consistency, and service alignment across each channel. Omnichannel applications provide business insights to meet customer needs at every stage of service (Safitri, 2023). In addition to Omnichannel, maybe you are familiar with the term Multichannel. Both involve multiple communication and sales channels. However, there are different approaches between Multichannel and Omnichannel (Pambayun & Permassanty, 2021). Multichannel is a business strategy using several separate or unconnected sales channels, unlike Omnichannel, which connects all channels businesses use in one unified system.

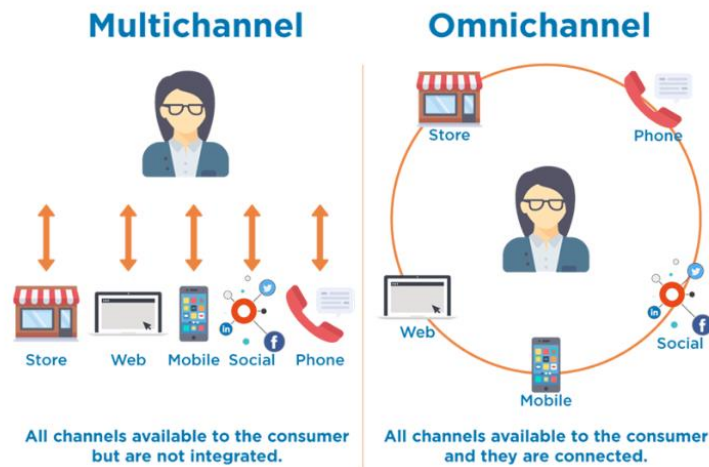


Figure 1: Difference between Multichannel and Omnichannel

Many businesses use this Omnichannel approach to align services and consistency across each channel. So, all communication and interaction can run similarly in all business channels (Safitri, 2023).

Common types of omnichannel businesses include the following:

Omnichannel Call Center

This type of omnichannel focuses on helping businesses provide customer service centers over the phone. This system helps record customer conversations. The recording will be saved and synchronized automatically with other channel data (Caroboka, Zianaida, & Zabir, 2023). In addition, this system also provides customer information from various channels during the call center team. Thus, they can serve customers faster and better.

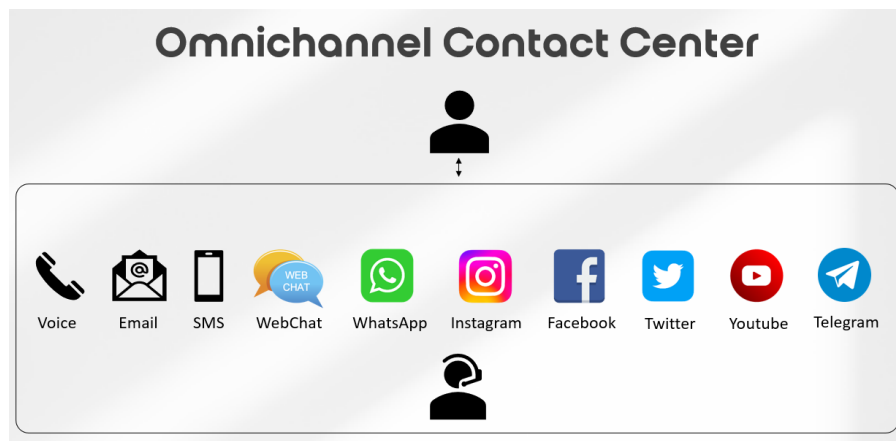
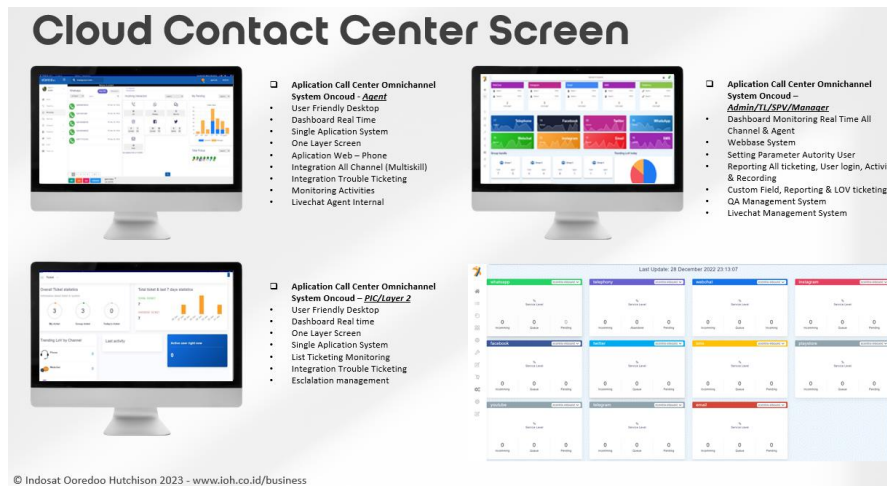


Figure 2 Omnichannel Contact Center Service



Gambar 3 Cloud Contact Center Screen

Using Cloud Contact Center for Omnichannel can maximize all channels connected to customers for CRM and collect other data to increase sales or service.

a. Omnichannel Customer Service

Omnichannel customer service is a system that allows businesses to provide customer service to customers through various available channels. Businesses often use This platform to improve consistent customer experience (Yanuardi, Wahyudi, & Naingolan, 2016).

Integrating various applications makes it easy for businesses to monitor every customer message and call (Indayani, Hariasih, Prapanca, Mariani, & Mahendra, 2023). In addition, omnichannel customer service can also access all customer information without switching applications. This encourages the improvement of customer service quality (Nurwicaksono, 2023).

b. Marketing Omnichannel

Omnichannel marketing focuses on marketing business products and services through various media channels such as websites, email, social media, and digital advertising. Businesses that adopt this omnichannel usually have an integrated and well-coordinated marketing team.

c. Omnichannel Social Media

This type of omnichannel focuses on customer interaction through social media. Businesses that adopt this system usually have active social media accounts and are well-integrated with online stores or physical stores (Rianto, 2022).

d. Omnichannel E-Commerce

This type of omnichannel focuses on e-commerce transactions, such as online sales, payments, and delivery of goods. Businesses that adopt this omnichannel usually have online stores, marketplaces, and mobile applications.

How Omnichannel Works

Omnichannel systems work by connecting all your business communication and sales channels. For example, a female customer wants to buy a new outfit. He then

browsed Instagram and found your store, which sells different types of women's clothing (Sugiono, 2020).

That customer liked one of the products you sold and decided to see what kind of reviews people gave from the comments, tags, or screenshots of the reviews you included in your Instagram Highlights.

After feeling confident with the existing review, he presses the link button on your business Instagram profile. From there, he will be directed to a page that lists several channels such as websites, online stores in e-commerce, WhatsApp, and other social media.

Then, he will click on your business website link and decide to buy from your site. Furthermore, shipping goods is carried out, and the purchased products arrive in customers' hands. Then, the system will automatically send a notification via email to the customer to ask his opinion regarding your business products and services.

If the customer is happy with your products and services, you have successfully provided a pleasant journey and experience. This then allows those customers to re-perform the entire process.

Benefits of Omnichannel for Business

One of the main benefits of Omni channels is incorporating various communication channels that can improve customer interaction. In addition, omnichannel has several other uses and benefits, making it essential for businesses.

For more details, here are the benefits of omnichannel for businesses:

1. Integrated with Various Sales Channels

As mentioned above, you can integrate omni-channel with various communication and sales channels, such as WhatsApp, Line, Telegram and Facebook Messenger. The CS team will also not feel bothered to respond to customers because all channels have been integrated with the display on one screen in the omnichannel application.

2. Provides Greater Reach

You can easily combine all communication channels to connect you and your customers using an omnichannel system. Prospects and customers can easily find your business across multiple channels. Meanwhile, you do not have to bother with many channels because they can be accessed easily in one unified platform.

3. Increase Customer Satisfaction

The use of omni-channel systems can help increase customer satisfaction. Prospects and customers can easily reach your sales and customer service teams across channels.

Customer satisfaction is the most important and must be considered because customer satisfaction lowers CHURN RATE and increases customer loyalty

4. Increase Sales Opportunities

Omnichannel systems can allow you and your team to access information and data related to your customers across channels so that you can send emails, texts, notifications or direct mail to your customers about promotions or new product recommendations

5. Increase Profits

An omnichannel strategy is one of the most effective ways to improve customer experience; in this case, you can use omnichannel to ensure a more accessible and enjoyable experience for your customers. So that can make them renew subscriptions and ultimately secure recurring revenue for your business.

Effective Omnichannel Strategy for Business

Some effective omnichannel strategies to improve business:

a. Melakukan Customer Journey Mapping

One of the omnichannel marketing strategies you must use is customer journey mapping or creating a customer journey map. By mapping the customer journey, you can understand your customer's journey and know their path to transact with your business brand.

b. Determine the Power of Each Channel

Each channel certainly has its strengths and weaknesses; this depends on what your customers want to do.

In this case, you can make a SWOT analysis to find out the strengths and weaknesses of each of your channels. Then, find out what solutions you need to do to overcome these shortcomings.

In addition, you can also use SWOT analysis to understand competitors' advantages in the omnichannel experience, which can help you determine what needs to be improved to improve your service.

c. Creating Data-Driven Omnichannel Strategies

The following strategy is to create a data-driven omnichannel strategy. You can use your data and insights regarding prospects and customers to create a compelling and appropriate omnichannel strategy so that the strategy will be able to reach the desired target audience later.

d. Segment and Personalize

Before implementing an omnichannel strategy, you need to segment the market first. The goal is to find out who your target market wants as potential business customers.

After knowing who your target audience is, proceed to create a personalized omnichannel strategy according to the market segmentation needs of your business or product. This will significantly help you to reach qualified potential customers.

a. Ensure the Security of Every Channel

Some channels may be vulnerable to several different threats. However, at the same time, data and payment security are top priorities for customers, especially when their information is shared across omnichannel networks.

You must ensure that information and data related to customers and your business have a sound security system to reduce risks and increase customer trust.

b. Choose the Right Omnichannel System Provider

The last omnichannel marketing strategy is no less important than the previous four strategies: choosing the right omnichannel system provider. The best omnichannel providers provide all the facilities of the four omnichannel marketing strategies above to ensure your business runs optimally.

Examples of Proper Omnichannel Use

As discussed earlier, Multichannel chat has many drawbacks. So it is no wonder more online businesses choose to use Omnichannel applications that are proven to be able to increase business.

Usually, they use this application to provide a seamless experience for customers through the integration of chat panel systems or CRM.

Here are examples of the most widely used Omnichannel chat applications for online business activities:

1. Collecting data

This application collects customer or potential customer activity data, including what chat channels they interact with.

The use of additional software, such as online CRM, will facilitate work in terms of collecting data. Omnichannel CRM can help businesses collect customer data, analytics, and KPIs to gain critical customer insights.

2. Defining customer segments

This chat application allows one to see each customer persona based on purchase frequency, products purchased and others. This shows that it can help online businesses measure customer retention rates through customer lifetime value and strategies to increase it.

3. Have direct conversations with customers

Omnichannel applications can be used to ask several questions to understand customer needs better. Such questions can be asked through instant messaging channels such as WhatsApp, which customers use.

4. Provide self-service assistance

Self-service features such as FAQs available on your online store will benefit customers. Because some customers are more comfortable finding answers and handling the obstacles faced independently.

5. Gives an overview of Omnichannel integration

Omnichannel can provide an overview of how offline and online store integration works. It will be easier to see the picture if all integrations are stored in one customer database or CRM system.

A good omnichannel can integrate with other short message apps like WhatsApp, Line, Telegram, and Facebook Messenger—or even with an existing marketplace.

6. Manage existing data

Omnichannel can manage the data collected in one channel, making it easy to identify and ensure the business is running well.

Omnichannel allows you to combine all your business channels in one unified platform. These systems help automate business, provide a wider reach, and increase customer satisfaction, sales, and revenue. Omnichannel is one of the innovations companies make to improve performance.

Based on the analysis and discussion that has been explained, it is concluded that the gender of the board of directors has a positive effect on the company's performance.

The board of directors is measured by comparing the number of female directors to the company's overall number of board directors. This means that companies with female directors on their boards will be followed by increasing company performance (Hudha & Utomo, 2021). The gender of the board of directors can help in making decisions because there are different perspectives in the discussion. Different perspectives will cause a sense of caution that can help prevent risk. Then, the intensity of innovation has a positive effect in strengthening the influence of the gender of the board of directors on company performance (Mulyati & Dwiputri, 2018). This means that the company's innovation intensity is higher when women are on its board of directors. This is because diverse perspectives are essential for creative solutions, such as innovation. Efforts to innovate are also associated with an increase in company performance. Innovation can strengthen the existence of female directors in improving company performance.

Research Methods

The research approach used in the following journal is the Phenomenological method, where researchers identify the core of human experience of a particular phenomenon. Understanding how humans experience such phenomena is a significant focus in phenomenological methods, which involve researchers in profound observation and engaging directly with research subjects to explore existing patterns and relationships of meaning.

The Pandemic Phenomenon that has just passed provides a picture of changes in people's consumer behavior, thus affecting travel and business processes, especially in retail.

Results and Discussion

How to calculate the effectiveness of Omnichannel

Here are some commonly used metrics and indicators to measure omnichannel effectiveness:

1. Online and offline sales

This is the most direct and easy metric to measure the results of omnichannel marketing. You can see how many sales are generated from each platform, both online and offline, and how much they contribute to total sales.

You can also see how many customers switch from one platform to another or use more than one platform to shop. This can show how effective your omnichannel marketing strategy is in creating a seamless customer shopping experience.

2. Overall site traffic

It is a metric that shows how many people visit your site, whether through search engines, social media, ads, or other referrals. You can see if there was an increase in traffic after you conducted a specific omnichannel campaign and whether that traffic came from sources relevant to your target market.

Overall site traffic can show how much reach and exposure your brand has on each platform. Website traffic can also affect customer engagement and conversions on your site.

3. Comparison between new and old traffic

This metric shows how loyal your customers are to your site. If you have high new traffic, you are successfully attracting new customers who have never known your brand. If you have high old traffic, you successfully retain customers who already know your brand.

A comparison between new and old traffic can show how effective your omnichannel marketing strategy is in increasing your brand's brand awareness and brand recall on each platform (Astuti, MM, Dewi, Mardiatmi, & MM, 2023). This comparison can also show how much potential repeat purchases and brand advocacy from your customers.

4. Customer engagement

This metric shows how active and interested your customers are in the content and services you offer on each platform. You can measure customer engagement by looking at various indicators, such as the number of likes, shares, comments, reviews, ratings, clicks, impressions, visit time, bounce rate, and more.

Customer engagement can show how much customer interest and satisfaction with your brand is on each platform. Customer engagement can also affect customer loyalty and conversions on your site. In Sharia business, there is also a legal basis related to customer engagement, namely:

Sharia business is driven by cooperation between Muslims, both as buyers, sellers, wage earners, profit makers, distributors, and so on, where all parties must stick to the demands of Allah Subhanallohu ta'ala based on the Qur'an and Sunnah [Wisudanto, Sept'2021, *The Essence of Sharia Business Law* p. 19.

5. Customer conversion

This metric shows how many customers are taking the action you desire on each platform, such as signing up, subscribing, downloading, purchasing, and more. You can measure customer conversions by seeing what percentage of customers take that action out of total traffic or engagements.

Customer conversions can show how much impact omnichannel marketing has on your business's sales and profits. Customer conversions can also show how efficient and effective your omnichannel marketing strategy is at converting leads into customers.

6. Brand awareness and brand recall

It is a metric that shows how well customers know and remember your brand on each platform. You can measure brand awareness and recall by conducting surveys or interviews with customers about what they know and remember about your brand.

Brand awareness and recall can show how firmly positioned and reputable your brand is in the market. Brand awareness and brand recall can also influence customer preferences and purchasing decisions.

7. Brand Advocacy

It is a metric that shows how satisfied and loyal your customers are with your brand on each platform. You can measure brand advocacy by seeing how many customers recommend or defend your brand to others online and offline.

Brand advocacy can show how much trust and credibility your brand has in customers' eyes. Brand advocacy can also influence the spread of word-of-mouth and viral marketing, increasing your brand's reach and exposure.

Post-Pandemic Conditions The COVID-19 pandemic has resulted in changes in customer behavior for approximately three years. Of course, this affects the market, especially for the retail sector, where customers dominate online shopping. Besides being supported by the development of digital technology, it is changing the mindset of customers who previously shopped directly to prefer shopping online.

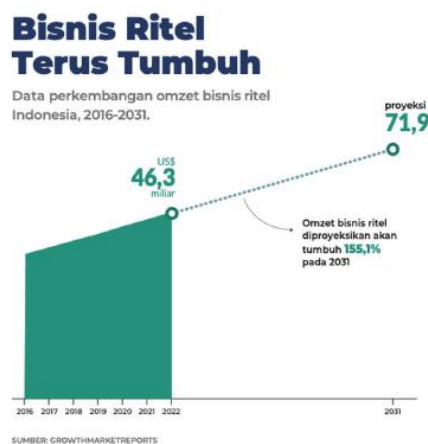


Figure 4 Graph of Retail Business Turnover Development

Conclusion

Customers of companies that practice Omni channels can shop using various channels at once, both online and offline. Customers can visit online stores (e.g., Marketplace, e-Commerce, m-Commerce, Social Media, Email, etc.) and physical stores. Activities like this can occur because, in today's era, many customers are looking for product information online, but their purchases are offline by visiting physical stores directly. If a company has implemented an Omni Channel in its business, it signifies that they have seen everything from the customer's point of view. In this case, of course, customers will feel a very positive experience where customers without shame can browse all company products from any door, even though eventually, customers will not buy online but come directly to visit physical stores. In essence, omnichannel is the answer to today's customer needs. With changes in how customers shop after the COVID-19 pandemic have indeed become much online shopping, omnichannel has become a facility to increase sales and decision-making further, supported by government regulations for Social commerce and e-commerce. Hopefully, it can create a healthier business climate.

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