



**Swamped by
Omnichannel Retail?**
Try CPaaS for a Better
Customer Experience

Contents

Omnichannel retail: An overview	3
The benefits of omnichannel retail	4
Omnichannel retail in numbers	5
The challenges of omnichannel retail	6
How CPaaS can improve customer and employee experiences	7
How does CPaaS work?	8
The advantages of CPaaS	9
Build better customer experiences with Singtel CPaaS	10
References	11



Omnichannel retail: An overview

What is omnichannel retail?

Omnichannel retail refers to a strategy that leverages technology to provide services and products, enabling retailers to interact with customers via multiple digital and physical channels.

By serving customers via the following channels, organisations can deliver enhanced customer experiences:



Brick-and-mortar stores



SMS



Email



Website



Social media



Chat

Regardless of which channels customers use or if they switch from one channel to another, they have a homogenous and seamless end-to-end buying experience.¹

The benefits of omnichannel retail

Organisations that adopt an effective omnichannel retail strategy can reap its many benefits, including:



Increased sales and profitability

The omnichannel retail strategy brings better engagement and increased sales. It has been reported that omnichannel customers spend 15 to 30% more compared to single- or multi-channel buyers.²



New customer segments reached

With this sales strategy, companies can engage with local customers as well as communicate with and offer their services and products to an online, location-agnostic audience.



Improved operational efficiency

Omnichannel retail enables organisations to implement a comprehensive sales strategy across its different channels. It also allows companies to obtain customer information via one of its touchpoints and provide a consistent and reliable experience for the rest of the channels.³



Improved inventory turnover

This strategy allows companies to better understand and forecast demand, optimise stock levels, and enhance their inventory management processes.⁴



Enhanced brand loyalty

With omnichannel retail, customers get highly targeted and meaningful offers and excellent shopping or purchasing experiences.⁵



Informed decision-making and increased competitive advantage

Organisations can transform historical customer data into actionable insights – ones that they can use to create relevant offers, provide exceptional customer service, and increase their competitive advantage.⁶



Omnichannel retail in numbers⁷

89%

Of customers are retained by companies that employ omnichannel retail strategies.

80%

Of in-store visits by customers were generated by omnichannel strategies.

494%

increase in order rate that companies with three or more retail channels enjoy.

9.5%

yearly increase in annual revenue that companies with top omnichannel customer engagement experience.

The challenges of omnichannel retail

As companies shift toward omnichannel retail, they should be aware of the following challenges that they might run into:



Increased complexity

Because handling and integrating multiple online and physical channels can be complicated and laborious,⁸ implementing an omnichannel strategy can take a toll on an organisation's resources.



Inventory management difficulties

Selling products through different channels can be difficult, especially when it comes to tracking and managing stock levels per channel.



Sending out general-purpose content

Organisations venturing into omnichannel retail for the first time might make the mistake of sending the same message across all their different channels.⁹

According to McKinsey, 71% of customers expect tailored content, and when they don't get it, 76% of them are left frustrated.¹⁰

Zendesk reports that 62% of consumers believe that organisations could improve the way in which they personalise their customers' experiences.¹¹

Organisations that want to make the most of their omnichannel retail strategy can do so by leveraging CPaaS technology.



How CPaaS can improve customer and employee experiences

What is CPaaS?

CPaaS, which stands for Communications Platform as a Service, is a service model that enables various real-time communication functionalities, allowing organisations to beef up their messaging, video, and voice capabilities in an easy, cost-effective manner. With CPaaS, companies can easily manage internal and external communications, which is crucial not just for excellent customer engagement, but for employee interaction as well.¹²

How does CPaaS work?

CPaaS uses application programming interfaces (APIs) and integrates vital communication features into companies' existing business applications, services, and infrastructures. CPaaS offers a full range of services that organisations can use without compromising their existing apps' primary purpose or replacing them. CPaaS is typically a subscription-based solution that allows developers to easily integrate features into their apps via APIs, codes, libraries, and software development kits (SDKs).¹³

Key CPaaS communication capabilities

With CPaaS APIs, organisations can enjoy communication capabilities such as the following¹⁴:



Short message services (SMS)



Video and teleconferencing



Authentication



Multimedia message services (MMS)



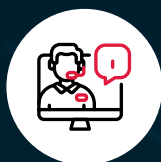
Voice and VoIP



Social media messaging

The advantages of CPaaS

There are several benefits to adopting CPaaS, according to Forbes:¹⁵



It's great for customer service and client engagement

Connect customers with their care representatives in real-time. Customers won't need to leave the website or call a number – their needs will be addressed immediately via click-to-call or click-to-message feature.



It easily integrates with other business apps

CPaaS is a cloud-based solution that uses APIs, allowing it to be easily merged with other applications that the company uses without altering or compromising them.



It can be customised to what your business requires

Developers can pick and choose which communication features to integrate to business apps. They can also limit the organisation's subscription to features that it will use.



It's scalable

Scale up or out, depending on the company's changing needs and priorities, as well as industry demands. Whenever needed, organisations can quickly add or remove communication features or services.



It's cost-efficient

Instead of hiring developers to write, maintain, and manage code for communications-focused apps, businesses can get a monthly CPaaS subscription that will save the company money, time, and effort in the long run.



Build better customer experiences with Singtel CPaaS

CPaaS empowers businesses to add real-time communication capabilities into existing business applications and services, which addresses various internal and customer-facing communication needs. It can be easily merged with customer relationship management (CRM) tools to create a holistic and elevated customer experience.

CPaaS supports omnichannel retail by addressing its main pain points – it removes the complexity of managing multiple communication channels, provides flexibility, and enables organisations to have data-driven insights into their various channels to create targeted and personalised content and deals.

[Singtel CPaaS](#) provides a wide range of features and solutions, including SMS and voice APIs, modern contact centre, mobile interactive voice response (IVR), mobile unified communications (UC), Teams UC connector, [Messaging Workflows](#), and [Singtel MultiLine](#).

[Contact us](#) today and discover how Singtel CPaaS can help your business build better customer experiences.

References

¹ Intel, What is Omnichannel Retail?, n.d.

² MuleSoft, Why Businesses Must Embrace Omnichannel Retail, n.d.

³ Salesforce, How an Omnichannel Strategy Benefits Businesses and Customers, 2022.

⁴ BigCommerce, Omnichannel Inventory Management Delivers a Consistent Customer Experience Across All Platforms, 2022.

⁵ Shopify, Omnichannel Loyalty 101: Definition, Benefits, Trends, and Examples, 2022.

⁶ Singtel, How to bring the omnichannel customer experience from dream to reality, 2023.

⁷ Digizuite, 28 Omnichannel Statistics Every Enterprise Needs To Know For 2024, 2023.

⁸ Forbes, Overcoming Five Challenges Of Omnichannel Retail: A Guide For CEOs, 2023.

⁹ Oracle Netsuite, 13 Omnichannel Challenges and How to Avoid Them, 2022.

¹⁰ McKinsey & Company, What is personalization?, 2023.

¹¹ Zendesk, CX Trends 2023, 2023.

¹² Singtel, CPaaS, UCaaS, or CCaaS - which is superior?, 2023.

¹³ Forbes, What Is CPaaS? Communications Platform As A Service Explained, 2022.

¹⁴ AppO, What is CPaaS? A Detailed Guide on Communication Platform as a Service, 2023.

¹⁵ Forbes, What Is CPaaS? Communications Platform As A Service Explained, 2022.

Contact Us

 www.singtel.com/business/products-services/mobility/mobility-solutions/singtel-cpaas