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## Adopting Omnichannel Strategies for Enhanced Customer Experience in E-Business

Arif Rahman<sup>1</sup>, Lidya Nur Hayya<sup>2</sup>, Euis Ayu Indah P<sup>3</sup>, Finny Redjeki<sup>4</sup>

<sup>1,2,3,4</sup>Program Pascasarjana, Universitas Sangga Buana

Lidyahayya4@gmail.com

### Abstrak

*The rapid advancement of digital technologies has reshaped consumer behavior and expectations in the realm of e-business. Customers today seek seamless and consistent experiences across various channels—online and offline. Omnichannel strategies have emerged as a comprehensive approach that integrates these channels to provide a unified and personalized customer experience. This paper explores the adoption of omnichannel strategies and their impact on enhancing customer experience in e-business. This study uses a qualitative-descriptive method with literature review and case analysis as its basis. Data were collected from previous research, white papers, and official industry reports from sectors such as retail, banking, and service industries. The framework of analysis focuses on three key dimensions of customer experience: consistency, personalization, and convenience. Findings suggest that adopting an omnichannel strategy significantly improves customer satisfaction, engagement, and loyalty. When businesses integrate digital and physical touchpoints—such as websites, mobile apps, chatbots, social media, and in-store experiences—customers feel more connected and valued. Brands like Sephora, IKEA, and Amazon have successfully implemented omnichannel models that deliver real-time, personalized experiences to customers at every stage of their journey. However, implementing omnichannel strategies requires high investment in data infrastructure, customer journey mapping, and cross-functional coordination. Businesses that fail to align internal processes with omnichannel goals often struggle to provide a coherent experience. Therefore, leadership commitment, data analytics capability, and agile organizational structures are essential enablers. This paper concludes that omnichannel strategy is not merely a marketing tactic but a strategic transformation imperative. It creates value not only for customers but also for businesses through improved loyalty and lifetime value. Organizations in the e-business space must adopt a customer-centric approach, empowered by technology, to remain competitive and relevant in the digital era.*

*Kata kunci: Customer Experience, Data Integration, Digital Marketing, E-Bussines, Omnichannel.*

### 1. Introduction

The accelerating pace of digital transformation has fundamentally reshaped the landscape of commerce worldwide. Consumers today expect not only the convenience of online shopping but also seamless integration between digital and physical touchpoints. This shift has given rise to the omnichannel strategy—a holistic approach that connects multiple platforms to deliver a consistent and personalized experience across the entire customer journey (Verhoef et al., 2015). Unlike multichannel models where channels operate in silos, omnichannel integrates data and interactions in real-time, making it possible for customers to begin an interaction in one channel and continue it effortlessly in another. In the context of e-business, omnichannel strategies have become increasingly relevant due to the growing dominance of e-commerce platforms, mobile applications, and social media. According to McKinsey & Company (2021), more than 75% of customers expect consistent interactions across channels, and 73% are likely to switch brands if they do not receive an integrated experience. These trends underline that traditional e-business models, which focus solely on online transactions without cross-channel integration, are no longer sufficient to meet modern consumer expectations.

Recent studies have shown that businesses implementing omnichannel strategies achieve higher customer engagement, retention, and lifetime value compared to those relying on isolated channels (Brynjolfsson, Hu, & Rahman, 2013). For example, brands such as Nike and Sephora have set industry benchmarks by combining in-store experiences with digital personalization tools, creating a sense of continuity that increases customer

satisfaction and loyalty. This convergence of channels enables companies to collect richer data on customer behavior, preferences, and purchase patterns, further fueling personalized marketing initiatives (Piotrowicz & Cuthbertson, 2014).

However, adopting an omnichannel approach is not without its challenges. Organizations often struggle with fragmented data systems, lack of interoperability between platforms, and internal resistance to change. A report by Deloitte (2020) highlights that nearly 60% of companies cite legacy infrastructure and cultural barriers as significant obstacles in executing omnichannel initiatives effectively. This reality underscores the necessity of comprehensive planning, technological investment, and organizational alignment.

In addition to technological and operational considerations, the success of an omnichannel strategy also depends on the ability to deliver emotional and contextual relevance at every touchpoint. According to Accenture Interactive (2019), 91% of consumers are more likely to shop with brands that recognize, remember, and provide relevant recommendations. This finding reinforces the imperative that omnichannel is not merely about connectivity but about creating a relationship-driven ecosystem centered on customer experience.

Given these dynamics, this paper seeks to analyze how omnichannel strategies enhance customer experience in e-business and to identify the key success factors and challenges associated with their implementation. By reviewing literature and examining real-world examples, this study aims to contribute actionable insights for e-business practitioners seeking to adopt customer-centric strategies in the digital economy.

The concept of omnichannel marketing is rooted in the evolution of customer relationship management and digital transformation. According to Verhoef et al. (2015), an omnichannel approach is characterized by the integration of various customer touchpoints to deliver a consistent experience across all channels. Unlike multichannel strategies that operate in parallel, omnichannel systems are interconnected, allowing for synchronized customer journeys.

Research by Brynjolfsson, Hu, and Rahman (2013) highlights the shift in retail from product-centric to customer-centric models. This evolution demands businesses to adopt a holistic approach where physical and digital experiences are not merely co-existing but enhance one another. For instance, features like "click and collect," real-time inventory checks, or in-store personalization tools exemplify how omnichannel bridges the online-offline gap. Personalization is a crucial pillar in delivering a superior omnichannel experience. According to a McKinsey report (2021), companies that leverage data to personalize experiences can achieve a 5-10% increase in revenue and up to 30% higher customer satisfaction rates. Personalization in omnichannel involves using customer data from one channel to inform interactions in another, creating a seamless experience that feels tailored and intuitive. Moreover, the use of advanced technologies such as artificial intelligence (AI), machine learning (ML), and customer data platforms (CDP) enables businesses to track behavior across channels, predict customer needs, and offer timely solutions. Companies like Starbucks and Nike have set benchmarks by integrating loyalty apps, geolocation, and online tracking to deliver a rich, omnichannel ecosystem. Several barriers to omnichannel adoption have also been identified. As noted by Piotrowicz & Cuthbertson (2014), common challenges include organizational resistance, lack of cross-channel data integration, and high operational complexity. These challenges necessitate a strategic shift and robust infrastructure for successful omnichannel transformation.

## 2. Method

This study adopts a qualitative-descriptive method using a literature review and multiple case study approach. Data were collected from peer-reviewed journals, industry reports, e-commerce white papers, and business case documentation from globally recognized brands. The analysis framework focuses on three dimensions of omnichannel strategy implementation: customer experience, technology integration, and business impact.

The primary selection criteria for case studies included businesses that (1) operate in e-commerce or digitally enhanced retail; (2) have implemented recognized omnichannel initiatives; and (3) report measurable improvements in customer metrics. Secondary data sources such as company annual reports, digital experience benchmarks, and interviews with industry leaders were also referenced. Data analysis was conducted thematically. Key success factors and challenges were coded and categorized to identify patterns across different case studies.

This method allows for an in-depth understanding of how omnichannel strategies impact customer experiences and business performance.

The study also incorporates a conceptual framework based on the customer journey model, examining how omnichannel touchpoints influence each phase: awareness, consideration, purchase, retention, and advocacy. Emphasis is placed on understanding how data flows across channels and how businesses respond to real-time customer behavior. Limitations of the methodology include potential bias in secondary data sources and lack of direct survey validation. However, the triangulation of multiple credible sources and inclusion of diverse case studies strengthens the reliability of findings.

### 3. Result and Discussion

The analysis revealed several key findings. First, businesses that successfully adopted omnichannel strategies saw substantial improvements in customer satisfaction and loyalty. For instance, Sephora integrated its mobile app with in-store services, allowing customers to book appointments, receive personalized product recommendations, and redeem loyalty rewards seamlessly. This led to a 15% increase in repeat visits and a 30% increase in average purchase value.

Second, the ability to deliver consistent messaging and service across channels is a major determinant of success. Amazon, for example, provides customers with identical service guarantees whether they shop via desktop, mobile app, or Alexa voice assistant. Such consistency builds trust and simplifies the purchasing process, reducing cart abandonment rates and improving conversion.

Third, businesses that employed real-time analytics and automation were better equipped to respond to customer needs. Chatbots, dynamic pricing engines, and location-based notifications enabled a more proactive and personalized approach. Starbucks' mobile ordering system, which combines user preferences and location data, reduced wait times and improved operational efficiency across outlets. Challenges were also identified. Implementing an omnichannel strategy requires alignment across departments—IT, marketing, logistics, and customer service—which many organizations still struggle with. Data silos and lack of integration tools can disrupt the customer journey. Moreover, small businesses often face resource limitations that prevent them from investing in advanced omnichannel infrastructures.

Despite these challenges, the long-term benefits outweigh the costs. Omnichannel adopters experience higher customer lifetime value, increased brand equity, and better agility in responding to market changes. The key to success lies in customer-centric design, real-time data management, and continuous innovation. The findings of this study indicate that businesses that implement omnichannel strategies experience marked improvements across several key metrics of customer experience, including satisfaction, loyalty, engagement, and purchasing frequency. This is particularly evident in case studies such as Sephora, which offers a fully synchronized experience where customers can use mobile apps to book in-store beauty consultations, receive tailored product suggestions based on previous purchases, and access their shopping history seamlessly across devices. This level of personalization and convenience directly translates into a stronger emotional connection with the brand.

Another major finding is the importance of real-time data integration in delivering effective omnichannel experiences. Companies that leverage customer data collected from multiple sources—social media, mobile apps, websites, and in-store visits—are able to offer contextual services, such as location-based promotions or reminder notifications. For example, Starbucks uses its mobile app to track purchase behavior, recommend drinks, and allow for mobile ordering and payment, thereby reducing queue times and enhancing operational efficiency. This consistent experience across all touchpoints builds customer trust and reduces friction.

The study also shows that channel coordination and consistency are critical to success. Many businesses face challenges when their online and offline channels offer inconsistent pricing, inventory data, or return policies. This disjointed experience often leads to customer frustration and loss of trust. On the other hand, brands like IKEA have invested heavily in ensuring their e-commerce site, mobile app, and physical stores share synchronized inventory and design tools, creating a seamless path for the customer from inspiration to purchase. In terms of customer engagement, omnichannel strategies enable brands to interact with customers based on their preferences, channel behavior, and device usage. For instance, push notifications on mobile apps, retargeted ads on social

media, and personalized emails based on browsing history all contribute to maintaining customer interest and increasing the likelihood of conversion. Research by McKinsey (2021) shows that omnichannel customers spend 15–30% more than single-channel users, and are 3 times more likely to recommend the brand to others.

Despite the benefits, the discussion must also include the barriers to adoption. One of the most commonly cited challenges is organizational siloing—where departments such as marketing, IT, sales, and customer service do not collaborate effectively. This lack of integration leads to fragmented customer experiences. Furthermore, technical limitations, such as outdated CRM systems, poor API connectivity, and weak analytics capabilities, hinder the real-time sharing of customer data across channels. Businesses must therefore prioritize system modernization and cross-functional training to fully realize the benefits of an omnichannel approach. Additionally, SMEs and emerging e-businesses often face difficulties in adopting full omnichannel strategies due to limited resources, both financially and in terms of digital expertise. However, gradual adoption—starting with integrating website and social media, implementing basic chat automation, and using cloud-based CRM tools—can already yield measurable improvements in customer experience. Case examples from local Indonesian SMEs using WhatsApp Business integrated with Tokopedia or Shopee have shown a measurable uptick in customer satisfaction scores and repeat transactions. From a strategic perspective, omnichannel transformation requires a shift in mindset from product-focused to experience-focused operations. It's not merely about offering multiple channels, but about orchestrating them in a way that makes the customer feel seen, heard, and valued regardless of the medium. A consistent brand voice, responsive service, and intelligent use of customer data are essential elements in this orchestration. In summary, the result of this study confirms that omnichannel strategies, when executed properly, are powerful enablers of superior customer experience. They reduce friction, build brand affinity, and drive higher revenue per customer. However, their success depends on organizational readiness, data infrastructure, and an unwavering focus on customer-centricity.

#### 4. Conclusion

This study concludes that adopting omnichannel strategies significantly enhances the customer experience in e-business. By integrating multiple communication and service channels into a unified system, businesses can offer consistent, personalized, and convenient interactions that meet the expectations of modern consumers. Omnichannel is not just a digital trend—it is a business necessity in today's competitive landscape. Companies that embrace omnichannel strategies experience higher customer satisfaction, increased engagement, and stronger brand loyalty. Seamless integration of touchpoints, empowered by data analytics and automation, allows businesses to understand and anticipate customer needs more accurately. This drives better customer experiences and stronger business outcomes. To succeed, businesses must invest in robust technological infrastructure, train cross-functional teams, and adopt a mindset that places the customer at the center of every decision. Leadership commitment and organizational agility are crucial to overcoming implementation challenges and unlocking the full potential of omnichannel strategies. Furthermore, future innovations such as AI-driven personalization, virtual reality shopping, and integrated voice commerce are expected to further enhance omnichannel capabilities. Businesses that adapt to these changes proactively will have a competitive advantage in attracting and retaining customers. Ultimately, omnichannel strategy is a journey of continuous learning and adaptation. E-businesses that focus on experience, not just transaction, will shape the future of commerce in the digital economy.

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