

The retail and eCommerce industry looks bright. How you set up your fiscal year goals is up to you, of course. Below are some tips that can help:

Keep touchpoints minimal but messaging consistent across all channels.

This will help create synergy and a seamless transition from online to offline journeys.

Personalize every engagement opportunity. Adding a personal touch can build trust and brand loyalty among consumers.

Think about optimizing your marketing stack. Consider what experience and content distribution platforms make sense for your customer base, organizational goals and how your brand is perceived.

Ensure your website and digital store are mobile-friendly. A great mobile user experience builds credibility, accessibility and searchability.

Track how your competitors are leveraging digital content. It's easy to see and measure with the right tools in your stack.

Make sustainability part of your brand story. Talk about your sustainable efforts on your channels. But avoid "greenwashing" which can damage the trust placed in your customers.

Evaluate your customer support channels. Take a look at your current setup and assess if it's scalable to support your customer experience growth. Be sure to include voice, chat, social media, video and other forms of communication in your evaluation process.

Your customers expect a high-touch experience every time they engage with your brand—that starts at the first interaction. Cloud communications platforms empower businesses to connect globally in real-time and refocus on the CX through seamless integrations, reliable telephony solutions and omnichannel presence delivery across their phone system, messaging apps, website and mobile devices.

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