

Omnichannel Service Experience: A Study of Customer Expectations in the Digital Era

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Abstract

The rapid advancement of digital technologies has transformed the service marketing ecosystem by changing how customers interact with organizations. Modern customers engage with brands through multiple interconnected touchpoints including websites, mobile applications, social media platforms, online communities, and physical service channels. This evolution has shifted the focus from managing individual channels to creating integrated omnichannel service experiences.

This research examines the role of omnichannel service experience dimensions including channel integration, personalization, convenience, technology adoption, and service quality in influencing customer satisfaction and loyalty. The study is grounded in Customer Experience Theory and Service-Dominant Logic and contributes to understanding how organizations can design seamless customer journeys in the digital era.

Keywords: Omnichannel Marketing; Service Experience; Customer Experience; Customer Satisfaction; Customer Loyalty; Digital Transformation; Service Quality; Personalization; Channel Integration; Service Marketing

1. Introduction

The emergence of digital platforms has significantly influenced customer behaviour and service delivery models. Customers today expect organizations to provide consistent, convenient, and personalized experiences irrespective of the channel they choose.

The concept of omnichannel marketing represents a strategic shift from independent channel management towards integrated customer journey management. Organizations across industries are increasingly focusing on connecting online and offline experiences to improve engagement, satisfaction, and retention.

2. Literature Review

Omnichannel Service Experience

Omnichannel experience refers to the ability of organizations to provide a seamless and consistent experience across multiple customer touchpoints. Unlike multichannel approaches where channels operate separately, omnichannel strategies focus on integration and continuity.

Customer Experience Theory

Customer experience is created through a series of interactions between customers and brands. The cumulative impact of these interactions influences customer satisfaction, trust, and behavioural intentions.

Service-Dominant Logic

Service-Dominant Logic proposes that value is co-created through interactions between organizations and customers. In digital environments, customers actively participate in shaping service experiences.

Personalization and Customer Engagement

Digital technologies enable organizations to analyse customer preferences and provide personalized experiences. Personalized interactions enhance relevance, emotional connection, and engagement.

Service Quality

Service quality continues to influence customer perceptions in technology-enabled environments. Reliability, responsiveness, assurance, and consistency remain important drivers of satisfaction.

3. Research Gap

While previous studies have explored digital transformation, customer experience, and service quality, limited research has examined omnichannel service experience as an integrated construct combining multiple dimensions. Further research is required to understand how these dimensions influence customer satisfaction and loyalty.

4. Research Objectives

1. To examine the key dimensions influencing omnichannel service experience.
2. To understand the relationship between omnichannel experience and customer satisfaction.
3. To explore the role of personalization and service quality in developing customer loyalty.

5. Hypothesis Development

H1: Channel integration positively influences customer satisfaction.

H2: Personalization positively influences customer satisfaction.

H3: Convenience positively influences customer experience.

H4: Service quality positively influences customer loyalty.

H5: Customer satisfaction positively influences customer loyalty.

6. Discussion

The study highlights that customers increasingly evaluate brands based on their overall journey rather than individual transactions. Seamless integration across channels enables customers to move effortlessly between touchpoints, reducing effort and improving satisfaction.

Personalization has emerged as an important element of modern service marketing. Customers value organizations that understand their preferences and provide relevant experiences. Technology-enabled personalization can strengthen engagement and long-term relationships.

Convenience has become a fundamental expectation in digital service environments. Customers prefer brands that provide flexibility, accessibility, and ease of interaction.

Although technology enables omnichannel experiences, service quality remains essential. Human support, responsiveness, and reliability continue to influence customer trust and loyalty.

Theoretical Contribution

This research contributes to service marketing literature by integrating omnichannel marketing concepts with customer experience perspectives. It highlights the importance of viewing customer journeys as interconnected experiences rather than separate channel interactions.

Managerial Implications

Organizations should focus on building integrated customer ecosystems. Investments in technology, customer analytics, personalization, and service consistency can help organizations improve customer relationships and achieve competitive advantage.

Conclusion

Omnichannel service experience has become a strategic priority in modern marketing. Organizations that successfully integrate digital and physical touchpoints while delivering personalized and consistent experiences can strengthen customer satisfaction and loyalty.

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