



How to Create Omnichannel Experiences Easier and Faster



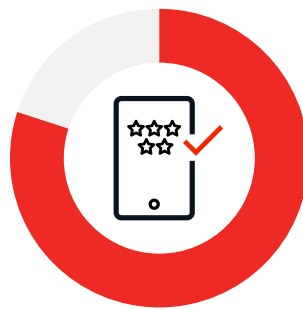


In a hypercompetitive market, commanding a premium for your product or service requires truly differentiating your brand with unforgettable customer experiences. The proof is in the numbers: According to consultancy North Highland, 87 percent of business leaders say CX is their top growth engine — the highest of any other growth area.¹

However, while 80 percent of companies believe they provide a superior experience, just 8 percent of their customers agree.² Clearly, companies must do a better job of meeting customer expectations. And the best way to do that is to create effortless experiences. After all, customer loyalty depends on how easy you make it for your customers to do business with you. In fact, Gartner reports that customer loyalty declined for nearly every customer — 96 percent — who had a high-effort experience with a business.³

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¹ [North Highland, North Highland 2020 Beacon Report: Business Leaders Cite Customer Experience as Top Priority to Spur Growth in Coming Year](#)

² [Bain & Company, Closing the Delivery Gap](#)

³ [Gartner, "Effortless Experience Explained"](#)

The Pillars of *Effortless* Customer Experiences

There are four components that together make customer experiences effortless. By building effortless experiences around these pillars, organizations can increase customer loyalty as well as revenue.

1 Simplicity

Making a task easy to understand without explanation results in faster and more intuitive transactions. Every new experience should be simple, but beware: the more elegant the interface, the more complex the back-end processes are likely to be. For example, consider how intuitive it is to order a ride from Uber, and then imagine the complexity behind that single task.

2 Consistency

Usability expert Jakob Nielsen wisely said, “Consistency is one of the most powerful usability principles: when things always behave the same, users don’t have to worry about what will happen.” Customer journeys have become a complex series of interactions across multiple channels, so it’s crucial that all touchpoints are consistent in their interface design, business logic, and data. This way, customers know what to expect regardless of where they are in the journey or what channel they’re using.

3 Ubiquity

The way traditional journeys are designed is based on the type of device or channel where the app is going to be used — but this leads to a technology-based approach to building customer experiences. However, the only thing that matters to customers is that they’re able to connect with a business and complete a task — whenever and wherever they want, and through the channel that’s easiest and most convenient for them. This requires companies to understand how people use channels and devices to complete tasks, and then to design interconnected experiences, irrespective of the touchpoint or channel.

4 Personalization

The entire experience should be built around the customer, tailored to their individual needs and preferences. That means the experience should be accessible and should retain context across channels, so that customers can start a task on one channel and continue it on another. Many of the largest streaming services understand how to apply this principle by surfacing content tailored to individual tastes and letting customers begin watching on one device and pick up where they left off on another.



⁴ Jakob Nielsen, *Six Principles of Good Commerce Design*, Principle 3: Keep It Consistent

Roadblocks to Creating Omnichannel Experiences

Understanding what an effortless omnichannel customer experience looks like is one thing, but creating one is a completely different endeavor. There are many reasons companies find it challenging.



Traditional software development takes too long. Building digital experiences one line of code at a time can take months or even years to deliver a final product. In fact, it takes an average of 4.5 months to build a front-end application and a back-end infrastructure⁵ — longer than many customers are willing to wait before moving on to a competitor. What's more, developing for each channel and technology can mean deploying multiple teams of specialized developers for each one. Imagine 100 skilled professionals toiling away for two years, and you begin to see the problem.



There's a massive talent shortage. Even if you could afford the time and expense of developing apps using traditional methods, you'd have difficulty finding enough skilled people to do it. A study by ManpowerGroup revealed that 69 percent of U.S. employers struggled to fill positions in 2020.⁶ The study also found that tech positions are among the top 10 most challenging roles to fill. In this employee's labor market, the median salary for a software developer in some U.S. states is double the average regional pay.



It's difficult to create high quality UX. In order to make things beautiful and straightforward for customers, companies need to abstract the complexity that happens behind the curtains with great consistency. This is almost impossible to do well if you're managing multiple teams of developers working in silos.



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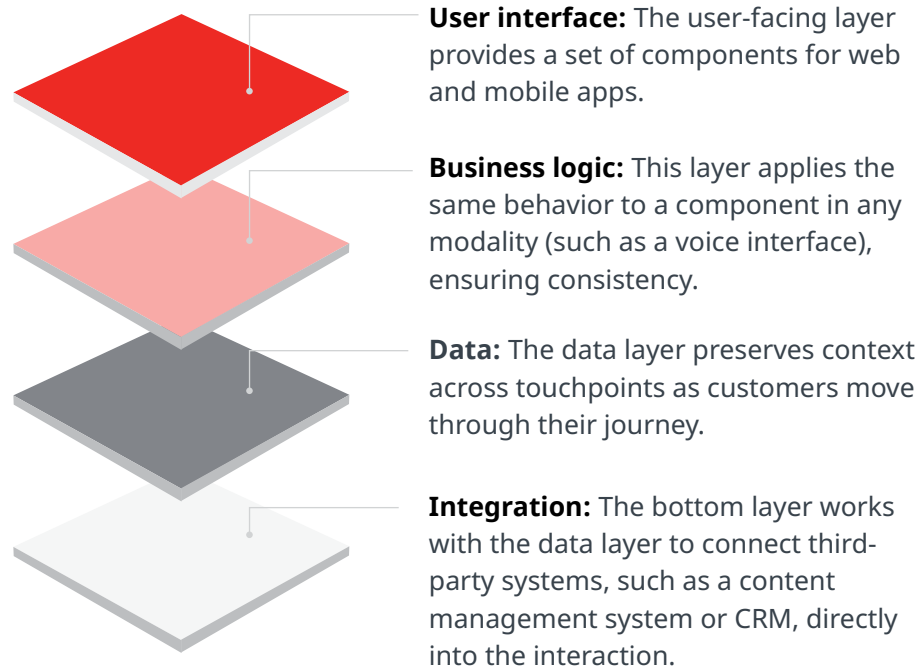
⁵ GBKSoft, "How Long Does It Take to Develop a Web App: Answers to All Question"

⁶ ManpowerGroup, *ManpowerGroup Employment Outlook Survey Q3 2021*

Experience Systems: The Foundation for Exceptional Digital Experiences

Traditionally, developers and UI designers have used design systems — a set of design standards, documentation, principles, and toolkits — to help ensure consistent branding and visual interactions across applications. But today, not all user interfaces are visual — voice assistants, for instance.

Experience systems are the next evolutionary step from design systems. Like their predecessors, experience systems include UI and visual elements, but also behavior, logic, data, and integration components that can be reused across different touchpoints and interaction modalities. Think of them as building blocks comprising the four layers of a digital experience:



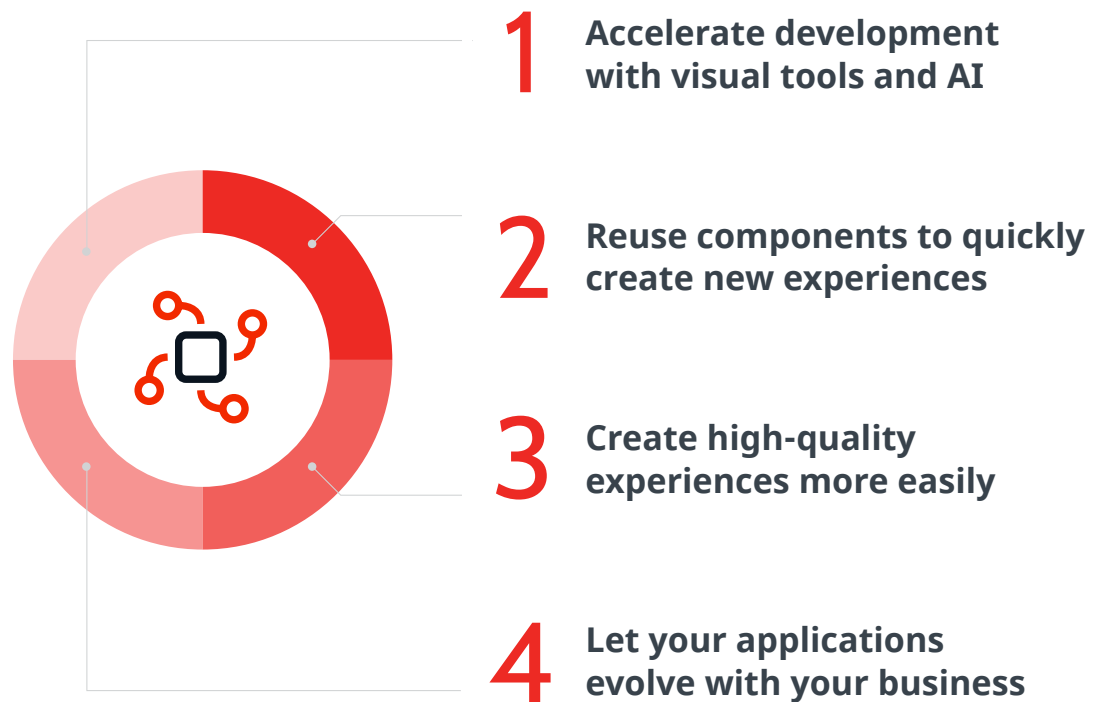
Each of these building blocks represents a micro-job related to a task your customer wants to get done, such as adding an item to a shopping cart or connecting to PayPal to complete a purchase. By reusing and recombining these micro-jobs, developers can create a multi-experience customer journey that is consistent across touchpoints. And because these micro-jobs are reusable, any change you make to one is automatically replicated across all the touchpoints in which it's being used.





Modern Application Development to the Rescue

A modern application development platform is ideal for creating these composable blocks and assembling them into rich, rewarding customer experiences that retain consistency across channels and touchpoints. You're able to accelerate development using visual tools and AI, facilitate the re-use of components to quickly create new experiences, offer best-of-breed UX templates, and retain the flexibility to quickly update your applications without incurring technical debt. Let's take a look at these benefits one at a time.



Accelerate Development with Visual Tools and AI

Central to a modern app development platform is the easy-to-use visual IDE that lets developers focus on the 10 percent of code that truly differentiates your applications.

- ✓ **A visual and model-driven environment** can spare developers from 90 percent of repetitive tasks, freeing them to focus on solving business problems.
- ✓ **AI-assisted development** guides developers through best practices and validates development throughout the application lifecycle.
- ✓ **One-click publishing** automates the scriptless deployment of an application (including its user interface, database workflows, and integration components) to production and other environments, while identifying problems and guiding the developer through the different fixes to correct the code until it's good to go.



CASE STUDY

Driving Omnichannel Strategy

**Company:**

CM, Belgium's largest health insurance fund

**Challenge:**

Build an omnichannel customer experience with a new mobile app and a new web portal

**Solution:**

Use OutSystems for front-end development and workflows over a Java back-end

**Results:**

40 percent faster development with OutSystems compared to Java

Reuse Components to Quickly Create New Experiences

Creating reusable components is a complex challenge, but a modern application development platform can make it easier with sophisticated AI-assisted tools:

- ✓ **The Architecture Dashboard** allows developers to visualize and govern large portfolio architectures and identify issues early in the development lifecycle. Architecture dashboard ensures that teams avoid costly design errors or duplication of efforts.
- ✓ **OutSystems Forge** is a repository of prebuilt, fully configurable components that you can integrate into your logic and workflows and connect to enterprise software, SaaS databases, and public web services.
- ✓ **A change management engine** such as OutSystems TrueChange leverages AI to help developers check for bugs in architecture errors, analyze the impact of changes on components and application dependencies, provide architectural governance, and monitor performance in real time.



CASE STUDY

An Innovative Fintech Startup

**Company:**

CredAbility, a credit broker organization

**Challenge:**

Launch a service to help consumers manage their credit score and add features as the company grows

**Solution:**

CredAbility used OutSystems to build a multi-experience web and mobile application

**Results:**

A successful product launch with the flexibility to update the application as needed — but without creating technical debt

Create High-quality Experiences More Easily

Ensure developer productivity without sacrificing the consistency necessary for improved customer satisfaction, all while building in rich capabilities.

- ✓ **Ready-to-use UI/UX elements** such as pre-built components, screen templates, and user flows that are fully customizable and extensible to build high-quality branded experiences quickly.
- ✓ **Accessibility patterns, widgets, and screen templates** to ensure compliance with accessibility regulations and policies.
- ✓ **Design tool plugins** let you easily import customized designs from tools such as Figma.
- ✓ **Multiple modality output** makes building multi-experience applications easier because developers use a single platform to create apps for multiple touchpoints, including reactive applications on web or mobile, native mobile PWAs, chatbots, smart speakers, and more.



CASE STUDY

Driving Onboarding Growth

**Company:**

Yorkshire Building Society

**Challenge:**

Automating processes and integrating systems on the backend so that customers can experience real end-to-end digital journeys

**Solution:**

Development with OutSystems using pre-built UX components and linking to their existing systems to create a fully integrated ecosystem

**Results:**

54 percent higher mortgage conversion rate;
50 percent faster savings account opening

Let Your Applications Evolve with Your Business

Today's digital journeys are dynamic, and being able to quickly change and adapt is crucial for any organization. A modern application development platform puts new capabilities into production in hours or days instead of weeks or months.

- ✓ **App lifecycle optimization** provides full lifecycle automation from the development environment to test and from test to production.
- ✓ **Self-documenting code** creates a visual representation of your app's action flow, so anyone new to your organization can understand code that was built by someone else, and get quickly up to speed.
- ✓ **Application monitoring** provides visibility into existing apps with built-in logging and instrumentation to visualize the health of apps and services in real time, and optimize the portfolio with insights about the quality of the user experience of each app.

CASE STUDY

Streamlining Mortgage Applications

**Company:**

BlueZest, maker of technology for the residential and commercial mortgage industries

**Challenge:**

Providing a radically faster, modern, digital mortgage application and approval process

**Solution:**

Mobile and web mortgage underwriting app

**Results:**

10X faster development speed, less than 1 hour for mortgage loan confirmation





Effortless Customer-facing Applications Built Fast, Right, and For the Future

If you're looking for a way to provide differentiating omnichannel experiences to your customers, there are three things to look for in an application development platform: 1) speed, 2) enterprise-level robustness, and 3) the flexibility to continuously improve without incurring technical debt.

With OutSystems, you get unlimited freedom to create simple, consistent, ubiquitous, and personalized experiences — faster than with traditional development, without creating technical debt, and using the resources you already have.

To learn more about how you can build effortless customer experiences for any channel or touchpoint using OutSystems, visit www.outsystems.com/use-cases/digital-customer-onboarding.

