16 Best omnichannel program

How do you bridge the gap between online and offline?

According to Harvard Business Review, **73% of all customers** use multiple channels during their purchase journey. And, Research Live found that **90% of retail leaders** agree a seamless omnichannel strategy is critical to business success.

A loyalty program is a smart way to break down the barriers between channels and unite the experience wherever your customers shop. And, when you **integrate a loyalty program with your helpdesk provider**, you can provide customer support effectively both on and offline.

Here's how one brand has united its loyalty and customer service experience effectively on and offline.

And the winner is..
Baseballism

Baseballism is the official off-the-field brand focussing on the class, tradition, and history of baseball. They are a brand built for the love of the game and they take pride in their customer loyalty program.

Baseballism is exceptionally good at running special events for loyalty program members online. Loyal customers have access to triple point events and receive early access to sales which helps to make them feel like VIPs and keeps them coming back for more. In their emails, they promote their exclusive perks and let customers know what is available to members in-store and online – connecting the online and offline experience.

Let's kick the season off with Triple Rewards! For every dollar spent at Baseballism this weekend rewards members will receive triple the runs that can be used towards gift cards and exclusive items!

BASEBALLISM

Dear Baseball Fam,

Another season is upon us! MLB Spring Training starts today, but we also know that millions of youth, high school and college ballplayers are beginning their baseball and softball seasons as well.

The Baseballism Team would like to wish everyone good luck on their upcoming seasons. Play hard, play fair and treat the game with respect. Baseball is a privilege, not a right.

Let the game we love bring us together.

The Baseballism Team

BECOME A REWARDS MEMBER

MEN'S TEES

WOMEN'S TEES AND TANKS

INSIDER EXCLUSIVE SALE ENDS TODAY AT 11:59PM
Receive 25% Off & A Free Gift In Store or Online
Valid through 9/19. Sale not advertised to public.
Discount taken at checkout with code 'baseballfam2019'.

BASEBALLISM

FAMILY & FRIENDS SALE

SHOP NOW

25% OFF

+ FREE POSTER

USE CODE

baseballfam2019

CODE VALID THROUGH 9/19

NEW SALE ITEMS

MEN'S TEES

WOMEN'S TEES & TANKS

BASEBALLISM CAPS

GLOVE LEATHER HANDBAGS

When it comes to their customer support, Baseballism use the ecommerce helpdesk, Gorgias.

Using Gorgias and LoyaltyLion together, they use loyalty program data to personalize their helpdesk responses. This could include reaching out to happy customers, asking them to refer the brand to friends in exchange for loyalty points. Or, give loyalty points to customers who have had a negative experience with the brand.

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> **Congratulations Baseballism for a well-earned win for the Best omnichannel program!**
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> **Connecting your loyalty data to your helpdesk is an incredible way to enhance customer experience and make customers feel valued, wherever they're shopping. Being able to quickly see and respond to customers personally by recognizing their tier, points, and unique referral URLs means not only is your data well integrated, but your customers will feel more connected to your brand online and in-store than ever before.**
>
> **Chris Lavoie, Senior Tech Partner Manager at Gorgias**

Baseballism also integrates **LoyaltyLion with its POS system** across 10+ stores throughout the US. This means they can create a single customer view and that all purchases are recorded in one place. This also empowers store assistants to notify customers face-to-face when they have a reward to redeem.

Watch **here** for the Baseballism loyalty program explained in detail.

Results

Baseballism's loyalty program members tend to have **118% higher AOV** than regular customers and have a **195% higher average spend**.

"LoyaltyLion has played a major role in the acquisition of new customers as well as our ability to keep customers engaged and loyal to the brand. We still have a lot to learn and more features to utilize that LoyaltyLion has to offer, but with its customizable integration, LoyaltyLion has allowed us to offer rewards tailored to our brand that has maximized the potential of our redeeming members to continue to do business with us. We are incredibly happy with all that LoyaltyLion has helped us achieve in the past four years and can't wait for what's next!

Chris Clements, Customer Service Specialist at Baseballism

This category was sponsored by Gorgias

Gorgias is a leading helpdesk for Shopify, Magento, and BigCommerce merchants where retailers can manage all of their customer communication and tickets in one platform (email, social media, SMS, live chat, and phone). It's powered with machine learning to automate up to 25% of commonly asked questions and seamlessly integrates into your existing tech stack to deliver better customer support.

gorgias