


Chapter 9

Omnichannel and Experience Approach as a Post-COVID-19 Economic Reactivation Mechanism

Danny Christian Barbery-Montoya

 <https://orcid.org/0000-0002-6005-4997>

Universidad Espíritu Santo, Ecuador

Dennisse A. Coronel-Arellano

Universitat de València, Spain

Ariana Soria-Loor

Universidad Santa María, Ecuador

ABSTRACT

The aim of this chapter is to show how omnichannel tools must be applied through the process of creating experiences for the consumers. During the literature review, some authors make approaches to the key concepts connecting omnichannels and consumer experiences; therefore, they explain through the analysis of data the reality of the Ecuadorian environment and global trends. With this context, this chapter will present how, by using macro environment and accessibility, a unique experience may be created in the customer journey in omnichannel.

INTRODUCTION

According to the World Health Organization (OMS, 2020), COVID19 is an infectious disease that had its outbreak in Wuhan (China) and has become a worldwide pandemic caused by the new coronavirus. According to Shiller, Nobel prize of Economics in 2013, a pandemic is more dangerous than an earthquake. This fact happens because the first one generates a greater feeling of anxiety and concern. As a

DOI: 10.4018/978-1-7998-7689-2.ch009

result of these, a “second pandemic” may appear as a financial and economic crisis that would alter the market around the world (BBC, 2020), causing a severe impact in many industries as tourism (Madrid & Diaz-Rebolledo, 2020).

Regarding this situation, some mechanisms are being recommended to the organizations to fight the crisis, as an example: plans for operational continuity, crisis management, financing and liquidity, labor management, among other aspects (PWC-Chile, 2020); however, many companies have shown how fragile they are in the matter of productivity in the value chain and must focus in a new business model strategy, in rearrange the manufacturing process and to strengthen the safety protocols for the employees and clients (Comisión Económica para América Latina y El Caribe, 2020). In this final topic, a Euromonitor report shows how consumer behavior changed in 2020 because of the pandemic, creating an anxious consumer, someone preoccupied with health and safety, who has turned his home into his office (Angus, 2020); he has tried to find connections with the outside world through social media and online communications; and also new entertainments in streaming platforms: movies, music, videogames (Ortega-Vivanco, 2020); now the whole experience process has changed, and it plays an essential part in industries as retailing (Tyrväinen, Karjaluo, & Saarijärvi, 2020).

Facing this situation, the omnichannel is an alternative to homogenize the buying process through offline and online channel, provoking the customer to experiment with the brand and becoming companies’ main interest (Lorenzo-Romero et al., 2020), creating emotions that take them to recommend the brand and resulting in loyalty (Arconada Muñoz, 2016). Nevertheless, it may also have a negative result, as the risk being perceived by the customer sharing his information (Quach, Barari, Vit Moudry, & Quach, 2020) or it may engage in additional logistic costs (Guerrero-Lorente et al., 2020).

With everything said before, one can question: How omnichannels help economic reactivation? Or, being specific: how are facilities driven to consumers by the omnichannels and the economy is reactivated?

Based on the literature review, the next chapter aims to show how omnichannel and the approach to improve the consumer experience may be applied to reactivate the economy revealing and classifying valuable tools to lead companies to digital transformation.

To achieve the objective, three parts will be addressed in this chapter: a) Literature review explaining the concept of omnichannels and consumer’s purchasing experiences through this strategy; b) A review on Covid19 impact on the Ecuadorian consumer’s behavior; and c) Suggestions, recommendations and possible solutions based on the topics previously described.

BACKGROUND

Omnichannel

By the end of the 90s, the internet has exponential growth. This situation causes many changes in society, such as how people communicate with each other and how high the influence of traditional transactions while buying and selling goods and services (Universidad Autónoma de México, 2018). For Universitat Oberta de Catalunya (2018), the action of buying and selling goods and services performed by websites or mobile applications (apps) between two individuals is known as E-Commerce. This fact has many crucial matters when individuals desire to purchase something, bringing up an effective omnichannel environment. The term omnichannel refers to the presence of multichannels where the consumer may find the good he/she is looking for, providing comfort and easing the decision-making process while

12 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:

www.igi-global.com/chapter/omnichannel-and-experience-approach-as-a-post-covid-19-economic-reactivation-mechanism/289981

Related Content

Grounded Theory in Sustainable Energy Initiatives

(2020). *Qualitative Exploration of Grounded Theory in Organizational Research* (pp. 103-128).

www.irma-international.org/chapter/grounded-theory-in-sustainable-energy-initiatives/254856

Open Innovation Strategies in SMEs: Development of a Business Model

Hakikur Rahman (2022). *Achieving Organizational Agility, Intelligence, and Resilience Through Information Systems* (pp. 137-162).

www.irma-international.org/chapter/open-innovation-strategies-in-smes/288085

Organizing Learning Processes of Co-Production: A Theoretical View

Julie Borup Jensen and Anja Overgaard Thomassen (2021). *Processual Perspectives on the Co-Production Turn in Public Sector Organizations* (pp. 1-18).

www.irma-international.org/chapter/organizing-learning-processes-of-co-production/267527

Masks Off: Portraits of Black Female Diversity Practitioners During a Double Pandemic

Tracie Denise Jones (2023). *The Experiences of Black Women Diversity Practitioners in Historically White Institutions* (pp. 79-98).

www.irma-international.org/chapter/masks-off/315858

Trust and Self-Efficacy as Enablers and Products of Co-Production in Health and Welfare Services

Kristina Areskoug Josefsson, Annika Nordin and Sofia Kjellström (2021). *Processual Perspectives on the Co-Production Turn in Public Sector Organizations* (pp. 42-58).

www.irma-international.org/chapter/trust-and-self-efficacy-as-enablers-and-products-of-co-production-in-health-and-welfare-services/267530