

## Chapter 7

# The Effect of Online and Offline Touchpoints on Customer Experience and Brand Performance: A Case of an Omnichannel Marketing Strategy in Egypt

**Hesham Dinana**

 <https://orcid.org/0000-0002-5511-2793>

*American University in Cairo, Egypt*

**Mohamed Fattouh Morsy**

*Arab Academy for Science, Technology, and Maritime Transport, Egypt*

### **ABSTRACT**

*The chapter aims to discuss the effects of online and offline touchpoints on customer experience and the effect of customer experience on brand performance, which will help to establish the omnichannel strategy. The results indicate that touchpoints (digital, physical, and human) positively influence customer experience dimensions (sensory, cognitive, affective, behavioral, and social) and explain up to 60% of its variability. Customer experience positively influences customer satisfaction and explains 62% of its variability. Customer satisfaction positively influences brand performance in the form of repurchase intentions, which improves sales revenue and explains 65% of its variability, and brand equity dimensions (awareness, associations, perceived quality, and loyalty), which explain around 45% of its variability. Thus, online and offline touchpoints are the major determinants of customer experience and brand performance, with no impact from previous experiences to mitigate the impact of customer dissatisfaction on repurchase intention.*

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## **INTRODUCTION**

The fast growth of digitalization creates new digital channels that customers use to interact with brands, in addition to the ordinary channels that customers use to interact. The purpose of the chapter is to improve knowledge about the types of online and offline touchpoints that customers interact with brands through and how this interaction affects their customer experience and brand performance. Examining actual online and offline touchpoints will make it easier to define and classify different channels through which customers interact with the brand, which will make it easier to establish a strategy to integrate all these channels into what is called an omnichannel strategy that seeks to provide customers with integrated experiences that enable them to transfer between online and offline touchpoints without feeling lost. That will highly impact customer experience and satisfaction for better brand performance. The general objective is to empirically investigate the impact of digitalization on touchpoint types, the specific impact of different types of touchpoints on the customer experience and brand performance, and the impact of previous customer history on brand performance. Additionally, analyzing the types and structures of touchpoints will support brands in the dissemination of resources and information throughout touchpoints using a proper omnichannel strategy that effectively integrates all touchpoints for a seamless customer experience during their customer journey. This will increase customer satisfaction and engagement and lead brands to respond effectively to market changes in a way that achieves superior brand performance through an increase in brand value in the customer's mind and an increase in sales volume for sustainable brand performance. The research used customer satisfaction, brand equity and repurchase intention as measures for brand performance.

## **MAIN FOCUS OF THE CHAPTER**

Many types of research have been conducted on building a conceptual model that describes the relationship between some types of touchpoints and customer experience, but there is no clear overall model that covers all types of online and offline touchpoints, customer experience, and brand performance. So, there is a gap in the area under study, which is not researched and practiced enough. This chapter aims to close this gap and provide a clear definition of the types of online and offline touchpoints that customers interact with brands through, as well as define the impact of implementing touchpoint integration on customer experience and brand performance. Thus, this chapter seeks to investigate how each touchpoint impacts customer experience and how that will impact the brand's performance. Also, investigate the impact of a customer's previous history on brand performance, which shows confusing results in previous studies.

The Study contributes to the body of knowledge regarding all types of touchpoints that customers interact with brands and how each type impacts customer experience, giving an overall image of the topic and a clear guide during the establishing of the omnichannel strategy.

Furthermore, no study was found about brands' performance in relation to achieving a superior customer experience has yet been conducted in the Egyptian market. The study will show the relationship between customer experience and brand performance in the Egyptian market, which will have a significant impact on the brands in Egypt to achieve superior brand performance and long-term competitive advantage.

The study adds to the kind of literature about the effect of customer previous history on brand performance in Egypt that no research has discussed before. It also investigates the impact of customers'

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