**STRATEGIC MARKETING RELATIONSHIPS**

**Learning Outcome 4: Activity 7**

**GROUP ACTIVITY**

**Omni-channels**

Read the article about CX (customer experience) and omni-channels:

<https://go.medallia.com/rs/669-VLQ-276/images/Medallia-Harness-Digital-Insights-to-Grow-Your-Entire-Enterprise.pdf>

Critically assess the implications for organisations and marketers of the growth of customer communication via omni-channels.

Be prepared to share your thoughts with the rest of the group.