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OMNI CHEER LAUNCHES UPDATED, CUSTOMER-EXPERIENCE-FOCUSED WEBSITE FOR CHEERLEADING APPAREL SHOPPING

OmniCheer.com now offers wish lists, product reviews and more

San Diego, August 10, 2011 – Cheerleading apparel company Omni Cheer launched their updated website, www.omnicheer.com, to promote an interactive, social shopping experience for its customers.

“Considerable thought has gone into designing our website with integration of the latest social technologies. An important aspect of the cheerleading industry is community, and the newest features of our website reflect a community-driven design,” Kevin Oskow, Web Director for Omni Cheer, said, adding that the Wish List, Product Review and interactive catalog are the first of many initiatives.

The Wish List feature allows shoppers to add their favorite styles and accessories to a saved list that can be easily accessed anytime that they are logged in to their Omni Cheer profile. Shoppers can keep track of their favorite cheer gear this way, and send their list to their coaches, teammates, friends and family to get their opinions (or give them some gift-buying guidance!).

The Product Review feature gives shoppers recommendations from the people they can trust the most when it comes to cheerleading apparel: other cheerleaders! Product Reviews will provide shoppers with additional information and feedback on each product from real users, and are displayed right on the item page for easy reference.

The online interactive catalog allows customers to shop straight from the interactive catalog, or save and print their own copy from home.

The Omni Cheer website also features familiar social aspects for products, such as liking and sharing on Facebook, posting to Twitter and bookmarking.

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About Omni Cheer

For over twenty years, Omni Cheer has supplied cheerleaders with apparel and accessories. The cheer gear retailer guarantees the lowest prices on high-quality items, including uniforms, warm-ups, shoes, pom poms, practice wear, accessories, fundraising items, and body basics. To learn more, please visit the online store.