

Personalization is not enough

We want to prevent potential users from having an experience that isn't tailored to them. There is pressure on all sides to use data more effectively, but many organizations lack the right tools and knowledge to move forward and meet the expectations of their stakeholders, and more importantly, their customers. Source: McKinsey, 2021

But how do you do that?

80%

Consumers say purpose is at least as important to them as customer experience.

55%

of Gen Y and Z consumers say they have shifted some of their spend away when a company disappointed them due to its words or actions on a social issue.

Source: Invision, 2018

Source: McKinsey, 2021

Source: Accenture, 2021

1 Personas

Why?

If you do the right research, your persona can help you understand your customer, create trust in your brand and helps you to be able to personalize the right experience for them.

Focus on the impact on people and the world

Think about what impact your product and services have on the people and world around your business and your customers/users by using tools like the **Impact Canvas**



Because experience is everything

Connecting with the **right individual**, at the **right time** with the **right message**.

GOAL

Through research your persona can add value and enables you to design suitable, unique & personalized experiences. How you design this depends on the challenge, motivations, goals, pain points, needs & expectations of your persona.

Challenge

How can a personal calculator help Ollie in our client from Amsterdam break down during a trip.

Motivation

Urgent
Fear
Help



Goals

As quickly as possible to the final destination
Continue your journey without any problems
A good solution in case of breakdown

Pain points

Since something possibly happens
Children are also present in the car

Needs & Expectations

Expects the app to be easy to use
Expects to get help from user manual at any time and fast

How?

1. Find value by doing in dept user research
2. Identify Purpose by identifying trends within your research
3. Assign responsible humans to preserve accuracy

2 Customer journey

Why?

It is often not clear what the needs of customers are. And if you do know the needs of your customer, how do you know if you meet those needs? Making a customer journey map creates structure and overview.

As a brand, you have to be present at the right moment with the content, expertise, recommendation, answer or product that is relevant to the customer's need.

Pre-requisite:

knowing the needs of your customer based on detailed user research.

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Ask yourself

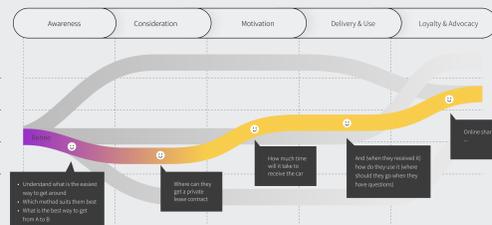
1. Do I have the right information available?
2. Does the content that I offer meet the needs of the customer?

Gap analysis

- Per persona
- Per phase
- Per channel

GOAL

Understand the set of needs that customers go through that will ultimately help them make decisions to achieve their purpose. Turning contact points on your customer journey map into need points



3 Gathering data

Why?

Creating experiences based on data-driven personalization is a **win-win** for both the brand and the customer.



Customers feel valued when they get relevant and useful experiences.



Brands will ultimately receive more revenue and other value such as loyalty or advocacy.

Challenge

The complexity of customer interaction data is one of the biggest challenges for many organizations. Data is siloed, so there is no complete picture of the customer. A customer data platform can help you with this.

GOAL

Only when you have that complete profile, you can be relevant. Relevance is necessary for the optimal customer experience



Customer data platform

With a customer data platform like Sitecore you can develop an 'actionable profile' for every customer, with all channels and all contact and interaction data.

4 Segmenting data

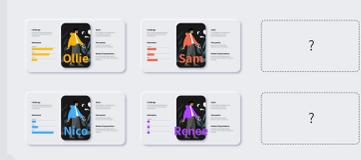
Why?

How do you decide for who you will personalize?

- Based on the collected data, you can predict which persona someone has.
- Knowing this allows you to personalize to improve the customer experience for that person.

GOAL

To determine the next best action for each customer, beyond just cookies and advertising, regardless of the channel



5 Personalize

Now we know,

- who are our customers, what are their needs and expectations,
- how can we address these expectations,
- the last step is to create relevant experiences by personalisation

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