



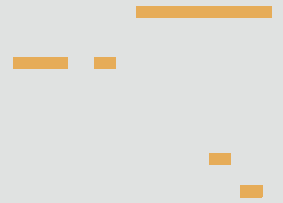
ALL ABOUT YOU

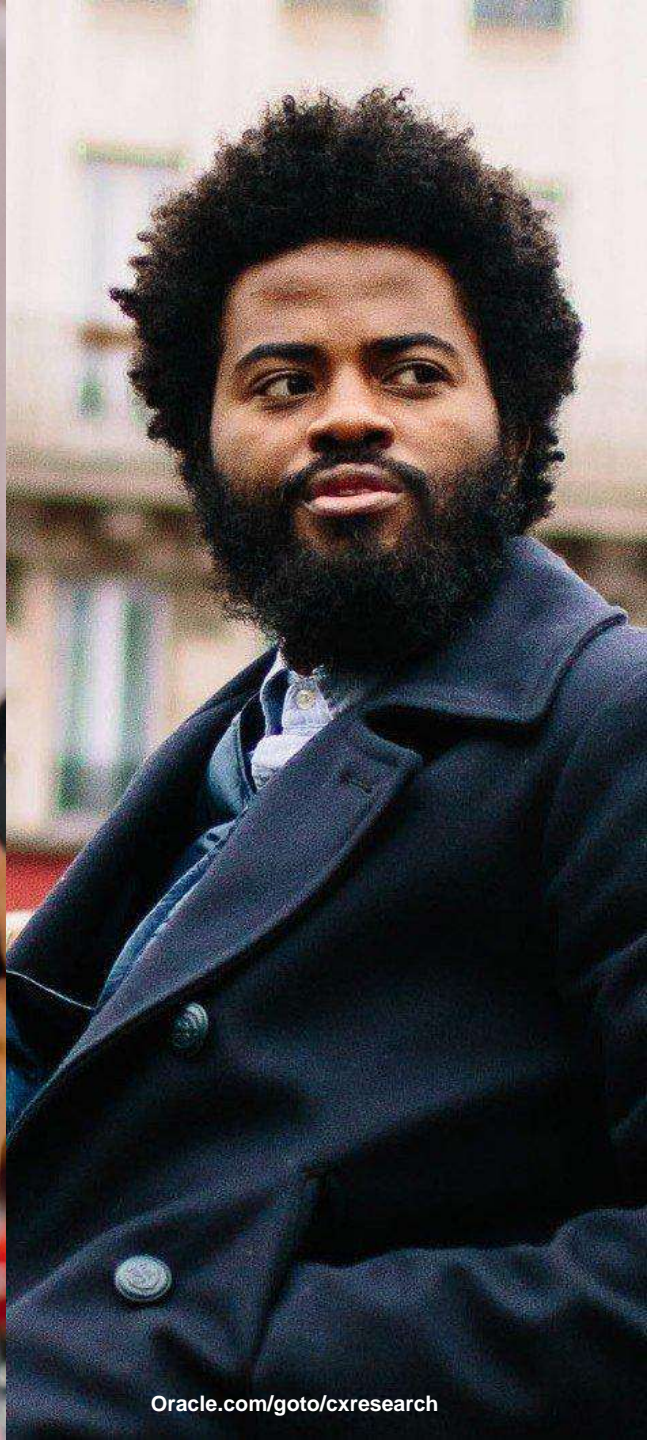
HYPER PERSONALIZATION CREATES LOYALTY



Max Byloff

Sales Director CX Central Europe





EXPERIENCE ECONOMY

Consumption habits
have changed radically
and differently

No stereotyping

Meet demands at
individual level





CUSTOMER EMANCIPATION

“ Given the constant need of customers to be recognized as being unique, hyper personalization has taken root

Consumers transformed into “prosumers”

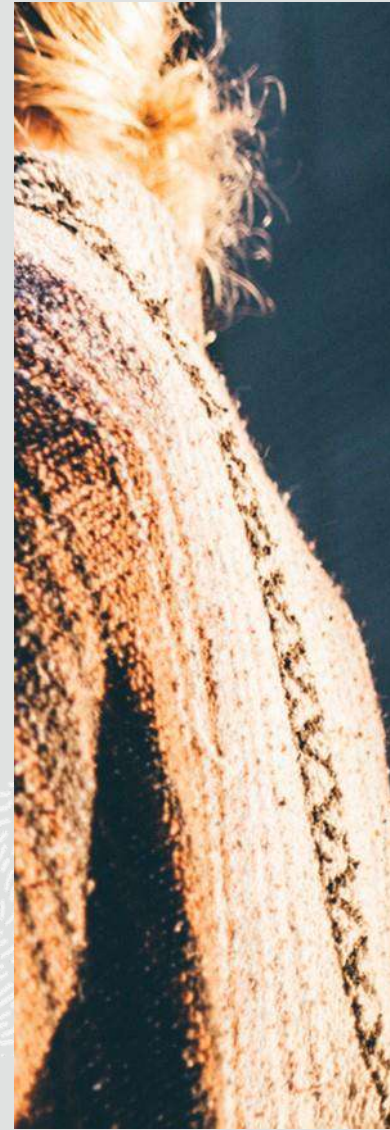
Demand for tailor made products and personalized CX

Feel unique, want to be recognized and to customize offering themselves



Hyper Personalization

fulfilling the customers demand
for individual and unique
recognition, receiving
personalized attention as well as
customized offerings



Hyper Personalization outlook...

CURRENT BOUNDARIES

Ethical and legal - e.g. the use of personal data

Ability to process and understand vast amounts of data and data models

Economic restrictions in adapting product, services, content, channels, messaging etc.



SERVICE FIRST

“ make customers FEEL that they offer was specially made for them even if the service or products have been predefined

Focus on non-purchase related interactions between a brand and a customer

This takes precedence over the time spent on the actual transaction itself



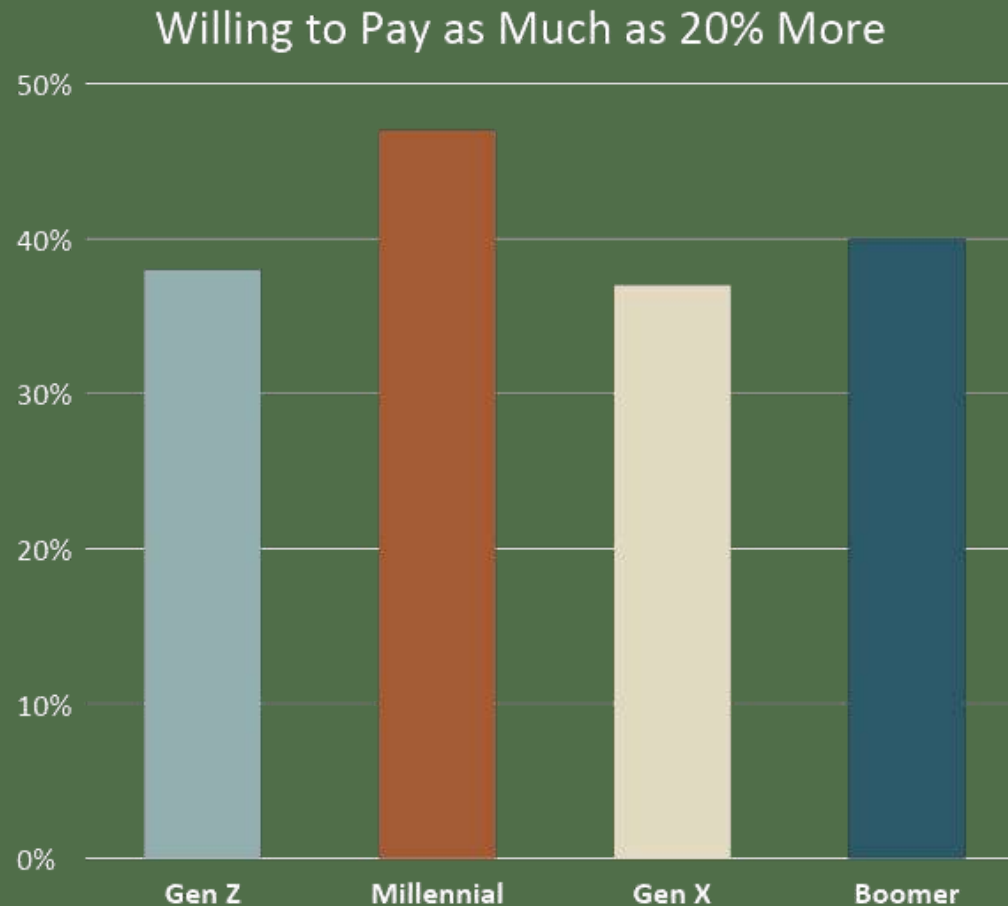
1/3

of consumers will
walk away from a
brand forever after
having just **one**
bad experience



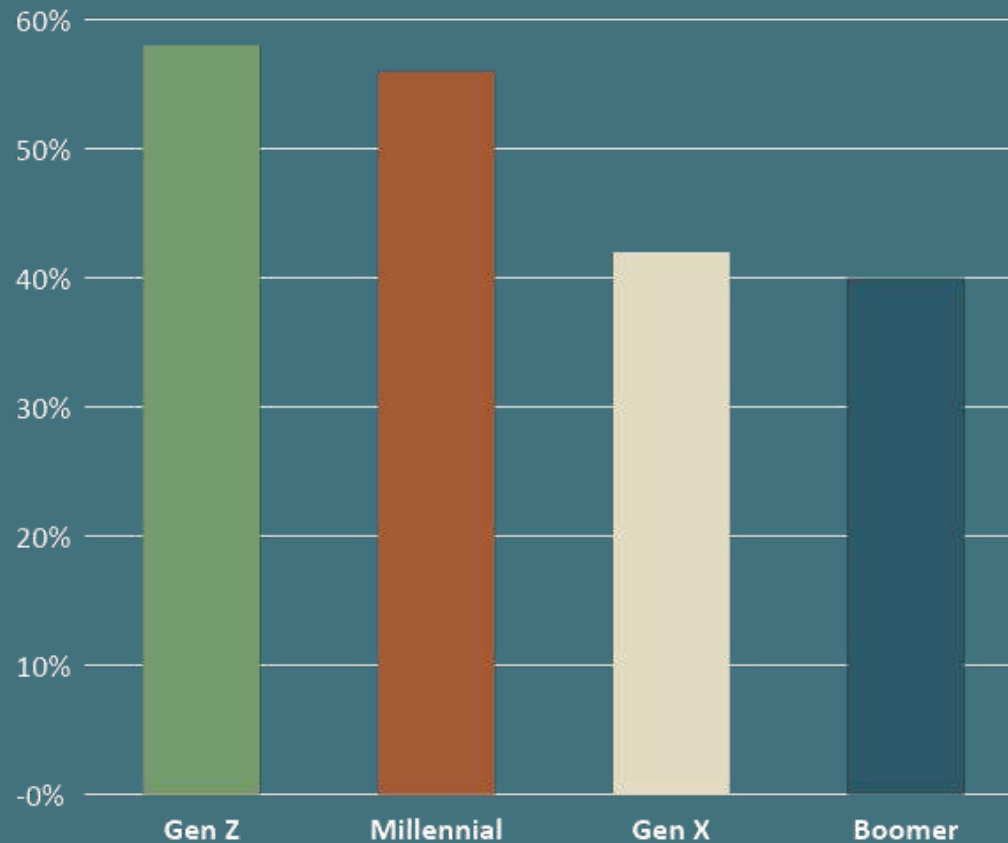
41%

of consumers are willing to pay as much as **20% more** for an impressive customer experience





Attraction to Novel Experiences



58%

Of Gen Zers and Millennials are more likely to buy from a company that offers novel experiences

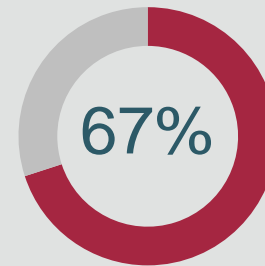
Loyalty rewards

5X

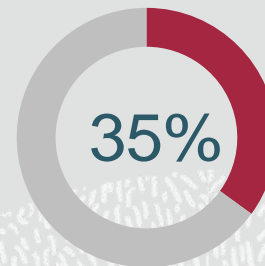


*It costs 5x-7x more to attract a new customer than it does to retain an existing customer

*Forbes



*Loyal customers spend more on each transaction. Data suggests an average of 67% more



*Engaged loyalty members increase visit frequency by an average of 35%

The Opportunity – Personalization can:



- **Lift Revenues by 5-15%**
- **Increase Marketing Efficiency 10-30%**
- **Reduce Acquisition costs up to 50%**

Source: “[A Technology Blueprint for Personalization at Scale](#)”
Sean Flavin and Jason Heller – McKinsey Article May 2019

Get the right data

INSIDE YOUR ORGANIZATION



Customer profile



Sales history



Service history



Commerce



Financials



Digital Sites

OUTSIDE YOUR ORGANIZATION



Resellers



Distributors



Suppliers



Credit Rating



3rd party websites



Social



Sensors





MAKE THE CONNECTION

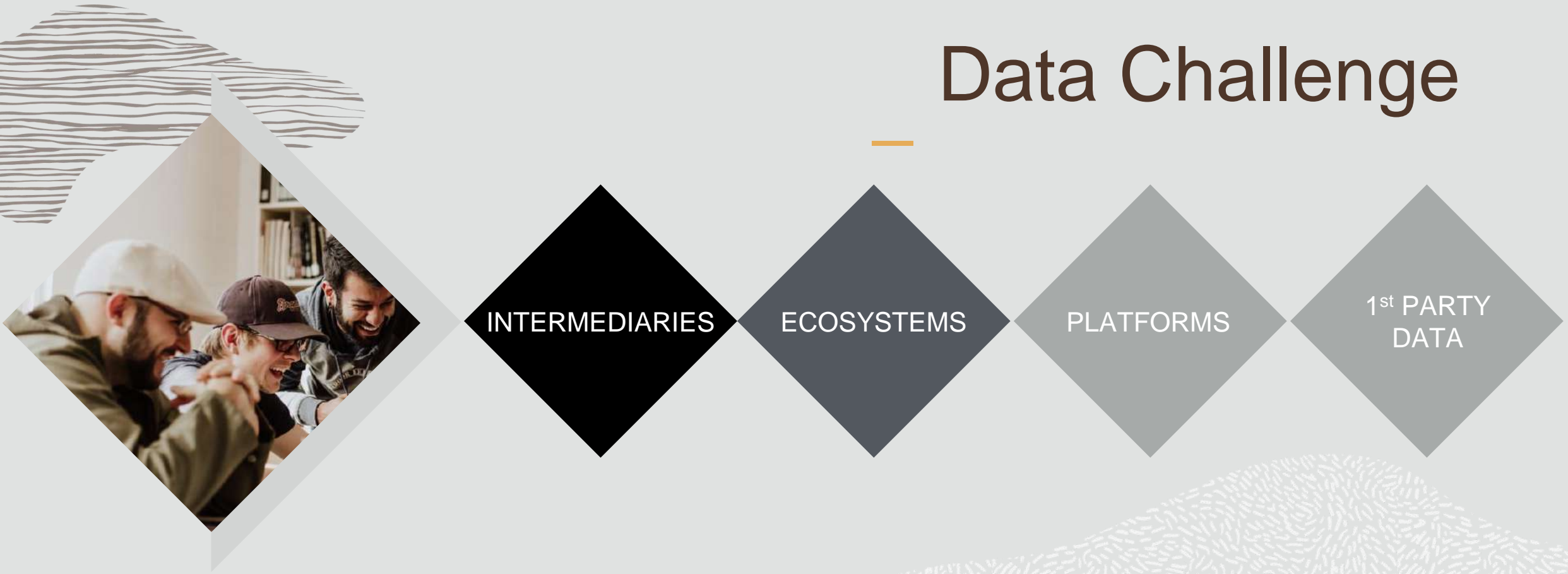
“ Connect big DATA, data ANALYSIS and INTELLIGENCE and make hyper personalization a reality

Volume, variety, velocity

Know about identities, behaviors, habits, preferences

Predict future decisions

Data Challenge

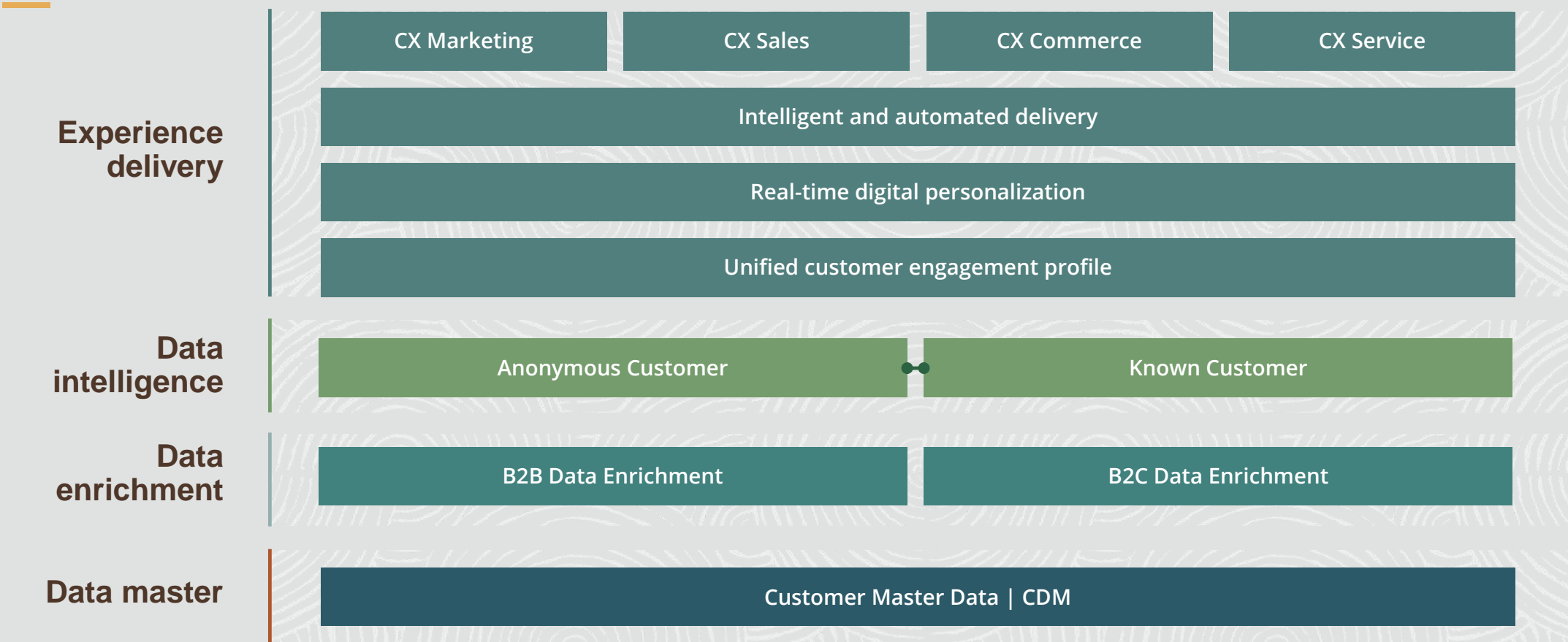


Long term loyalty strategies require innovations to shorten the distance to trustworthy 1st party data

**Innovating
for new
business
models**



Customer Intelligence Strategy





SEGMENT OF ONE

“ It is all about experience.
Meeting the demands and needs
of the individual real time



Thank you

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