

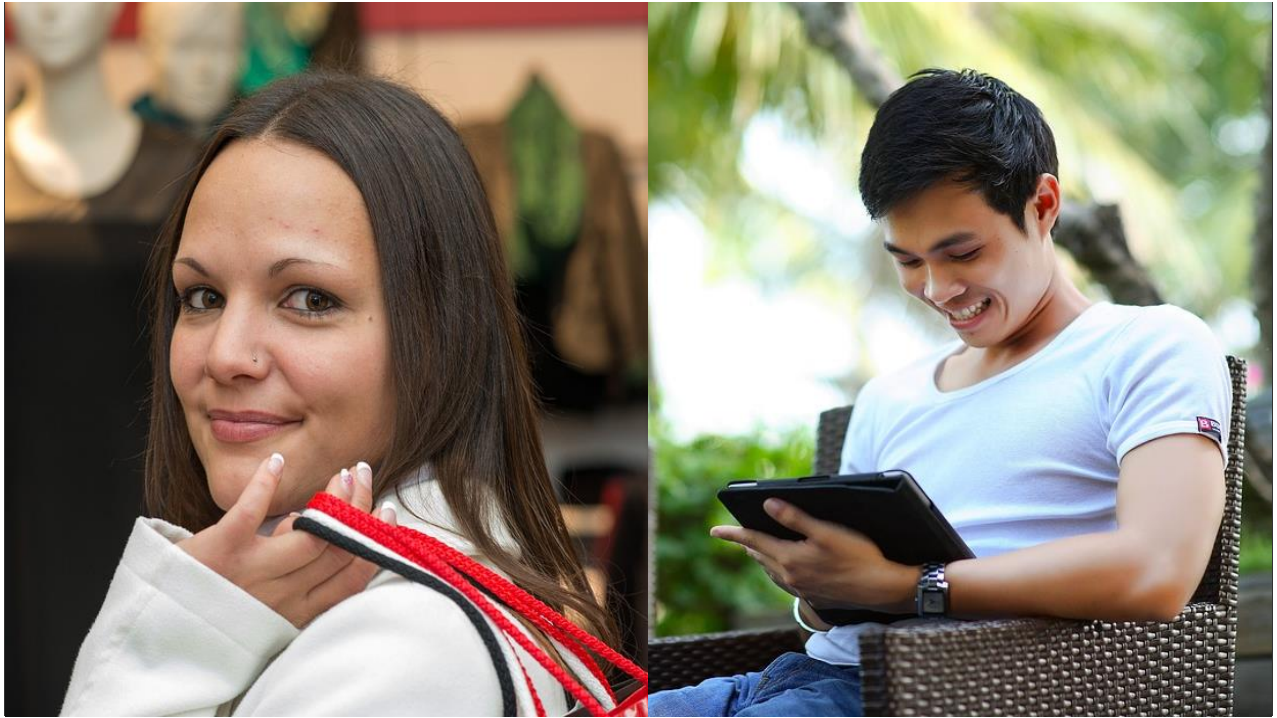
FORRESTER® EVENTS


Consumer Marketing 2018

The Personalization Imperative: Making the Move To Individualization

Brendan Witcher





A blue metal shopping cart is shown from a high angle, sitting on a light-colored tiled floor. The cart is empty and has a shadow cast to its right. A dark grey rectangular box is overlaid on the left side of the image, containing the text 'What is the value of a shopping cart?'.

What is the
value of a
shopping cart?

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A black and white photograph of a high jumper in mid-air, clearing a horizontal bar. The athlete is in a classic Fosbury Flop position, upside down. The background is a plain, light-colored wall.

Each time a consumer is exposed to an
improved digital experience,
their expectations for all digital experiences
are reset to a **new higher level**.

61%

“I am unlikely to return to a website that does not provide a satisfactory customer experience.”

Base: 4,513 US online adults (ages 18 and older);
Source: Forrester's North American Consumer Technographics® Customer Life Cycle Survey 2, 2015
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2014

“We need to be customer obsessed...”

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Convenient



Simple



Easy

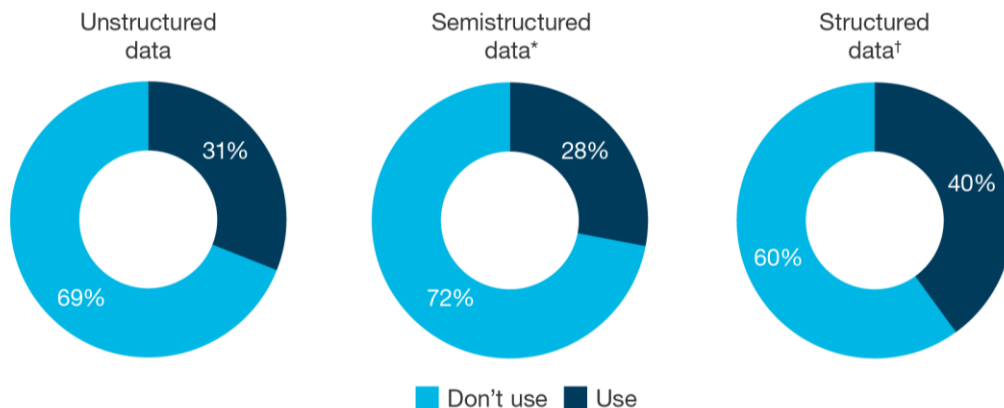
“We want...”
is a **very different statement than**
“Our customers want...”

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Organizations are a long way from using data to build better experiences

“Please estimate the percentage of the total volume of your company data that you use for business intelligence.”



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“Without **data, you’re just another person with an opinion.”**

– W. Edwards Deming

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Think for a moment about how many parts of **your business are being **run by opinions**.**

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2018

“We need to be customer obsessed...

...which requires us to be data-led!”

89% of today's digital pros are prioritizing investments for personalizing the customer experience.

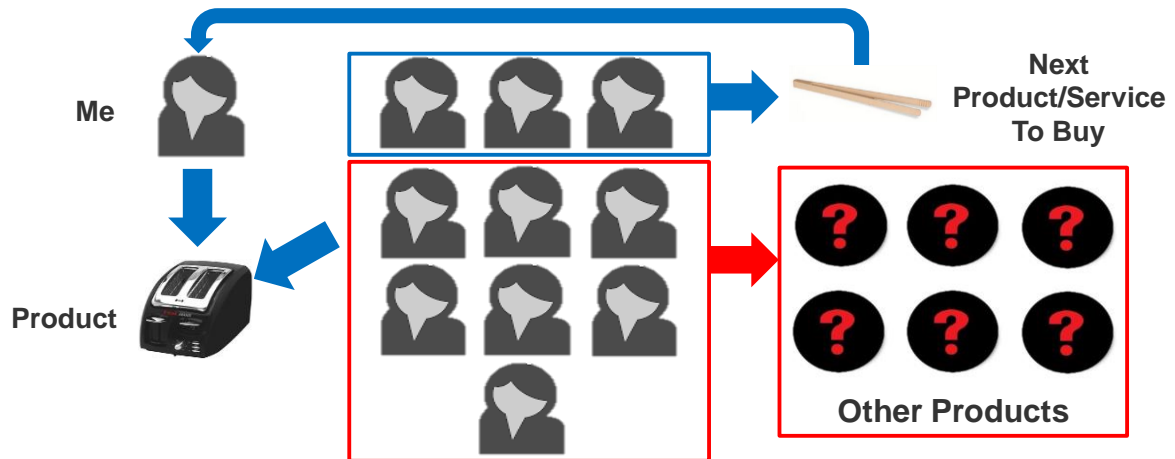
Source: Source: Forrester's Q2 '16 Global eBusiness And Channel Strategy Professional Online Survey

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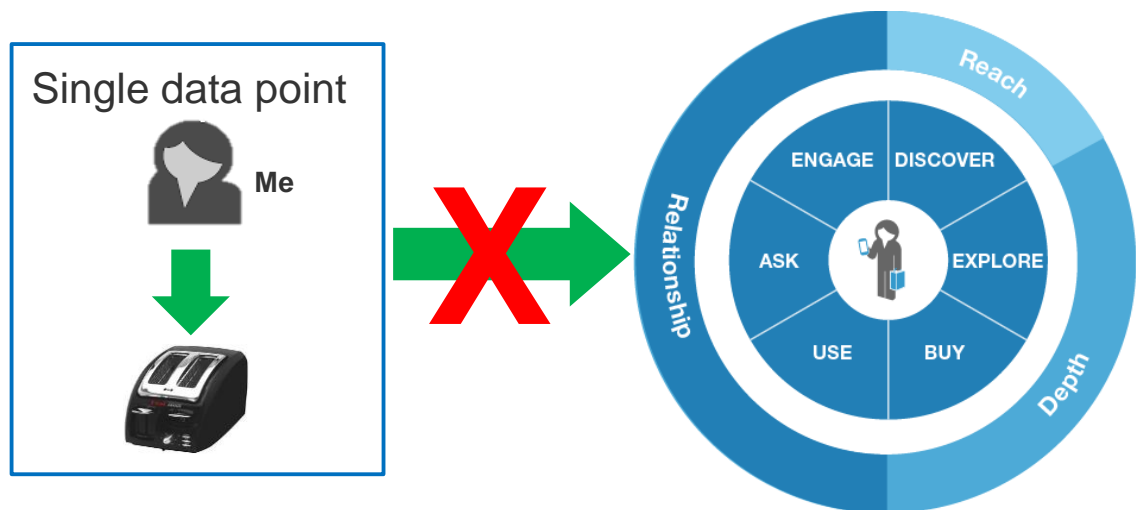
Personalization has historically been driven by segmentation



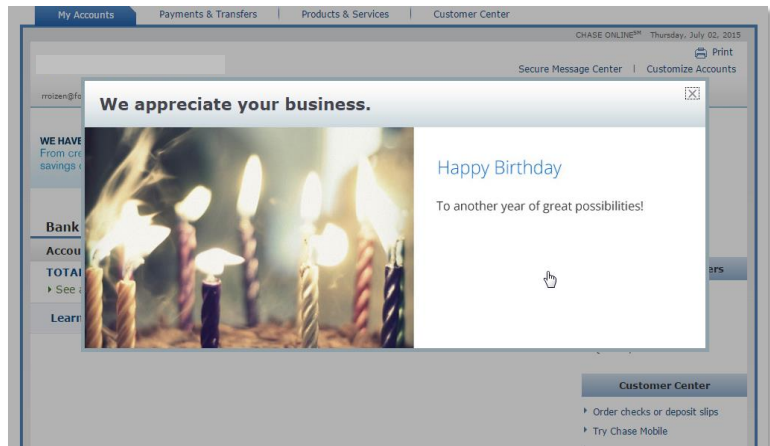
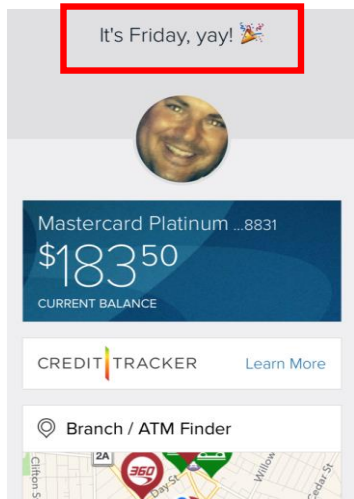
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Single data points are often used in an attempt to personalize the customer journey



Organizations too quickly check the box on delivering “personal” experiences



Digital leaders must prepare for the next evolution of **personalization**, which will rely more on **individualization** rather than **segmentation**.



**The more you understand each customer,
the more effective engagements will be.**



**Today's
digitally-savvy
customers
expect brands
to understand
them.**

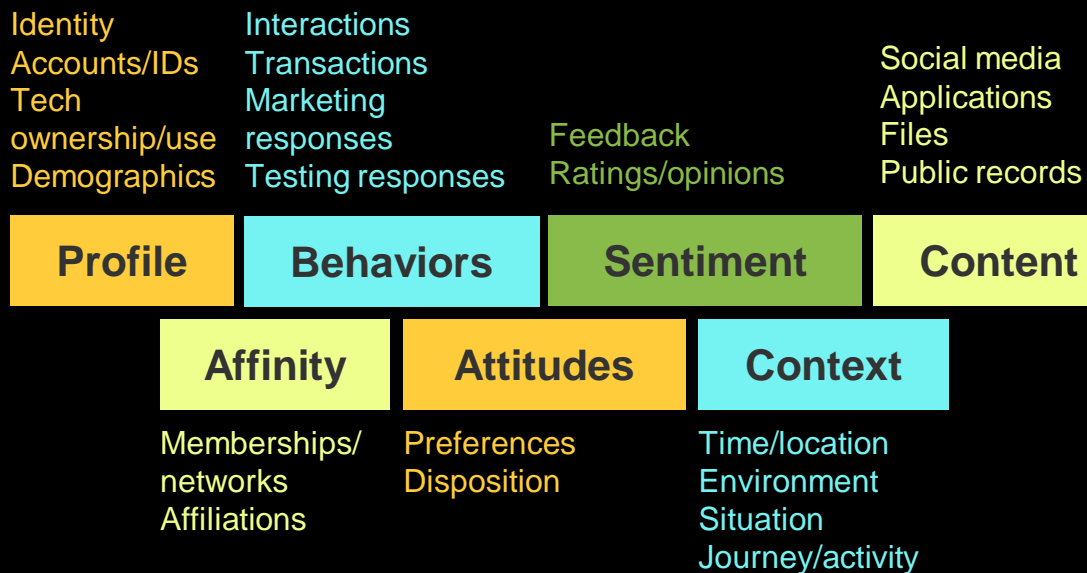


What does it mean to have a true 360 degree view of the customer?

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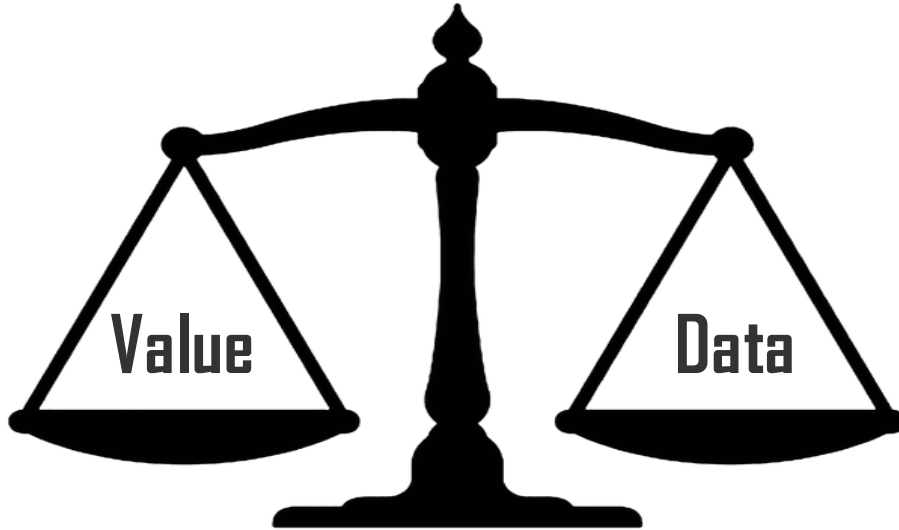
Do you have a 360 view of customers?



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Customers must receive value in exchange for their personal information



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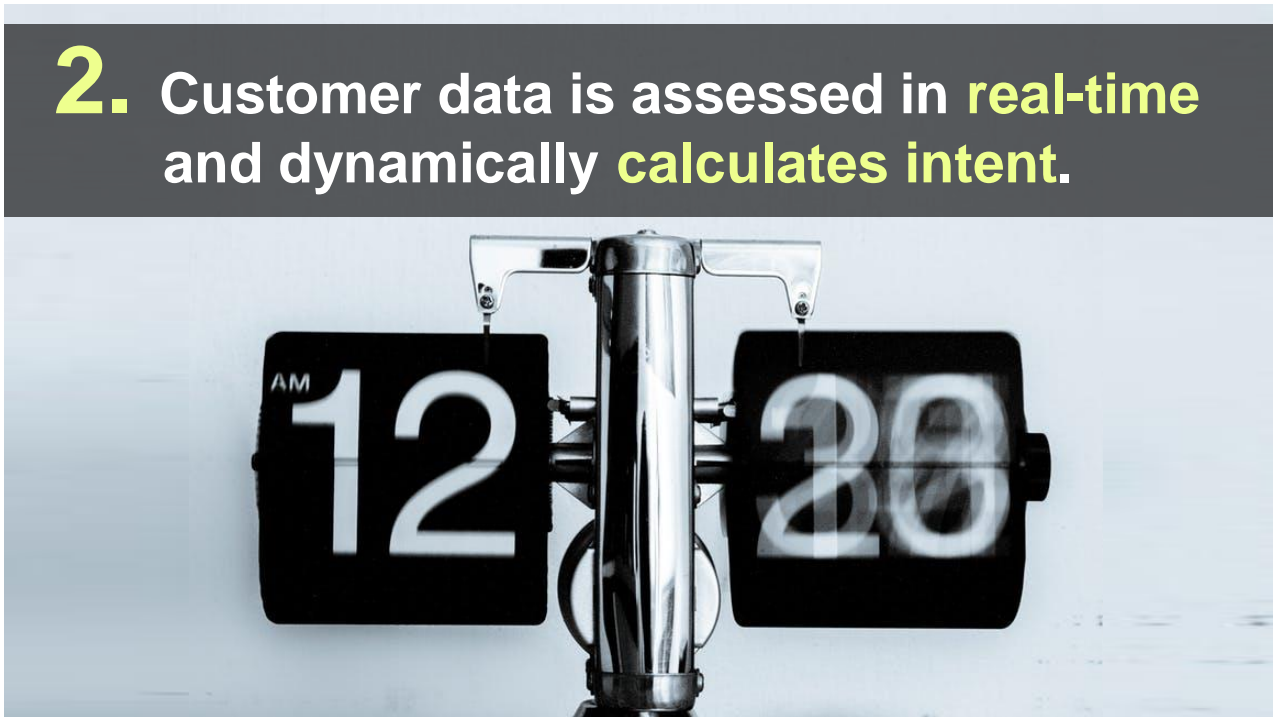
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1.

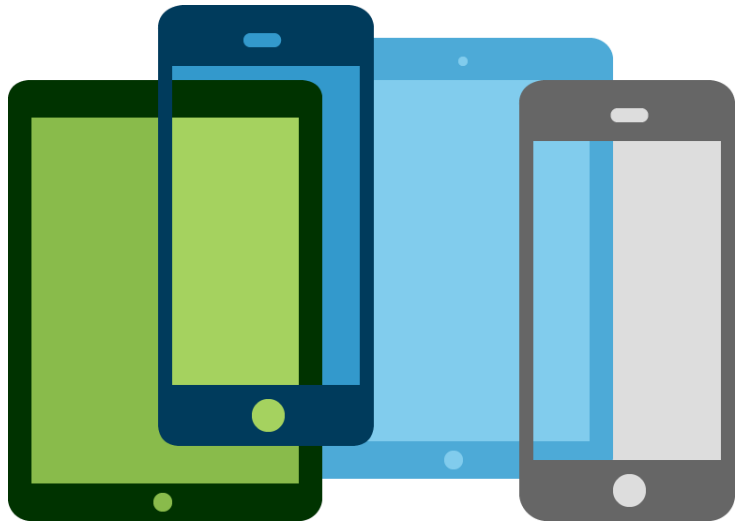
Customers are identified and treated as **individuals** using rich customer profiles.



2. Customer data is assessed in **real-time** and dynamically **calculates intent**.

3.

Personalized content is delivered equally across every screen and channel.



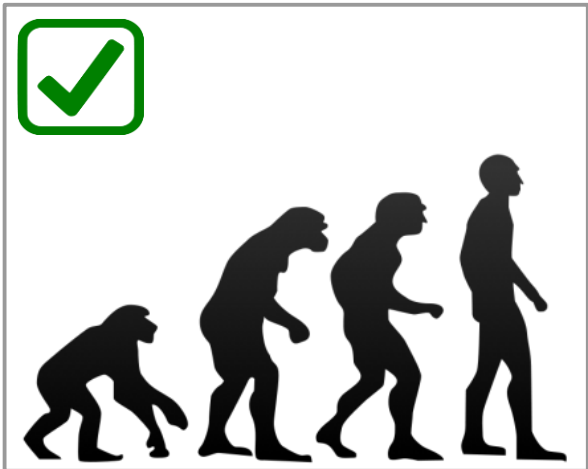
4.

Connected technologies enable far richer and more relevant engagements.

Not a revolution . . . but rather an evolution



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Move up the personalization pyramid



- Tier 4: Individualization**
Masters engage customers as segments of one in real time by listening, capturing, measuring, assessing, and addressing intent across every enterprise touchpoint.
- Tier 3: Advanced segmentation**
Professionals use a mix of order history, browse patterns, and customer data to engage smaller, targeted customer segments.
- Tier 2: Basic segmentation**
Amateurs engage large customer segments with content based on single data points such as gender, age, and/or last purchase.
- Tier 1: No personalization**
Laggards fail to personalize at major touchpoints, resulting in all customers receiving the same brand experience.

Forrester's Report "Personalization Vendor Landscape, Q4 2017"

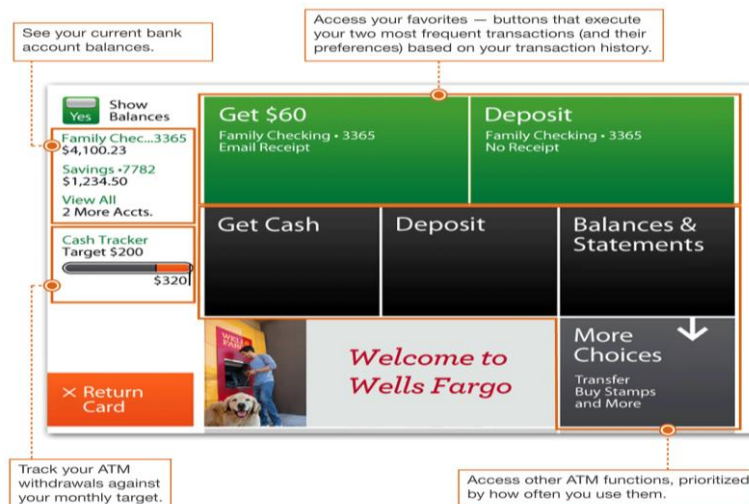
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Can you give me an example?

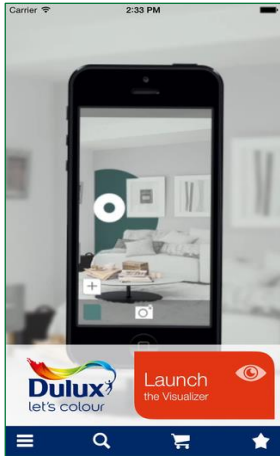
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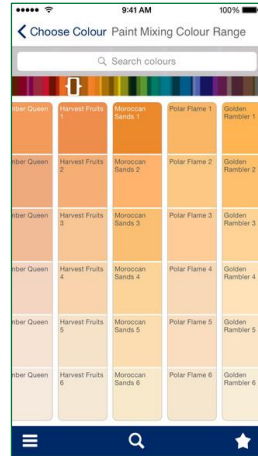


Wells Fargo uses transaction history to customize screen layout for each customer

Dulux App Helps Customers "Shop" Online Before Buying Offline



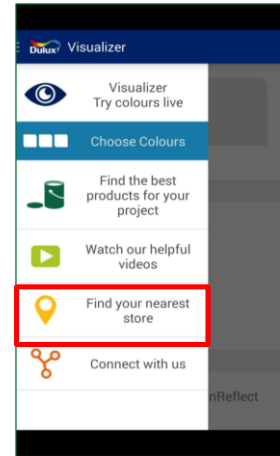
Using mobile/tablet, customer selects color they would like to test



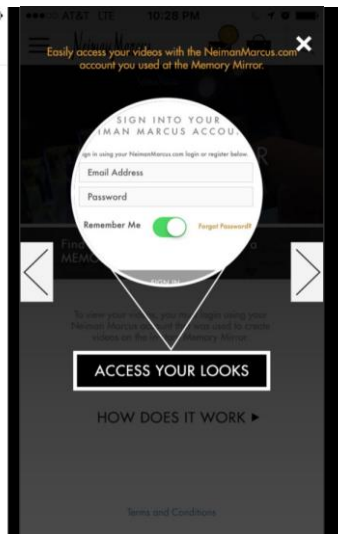
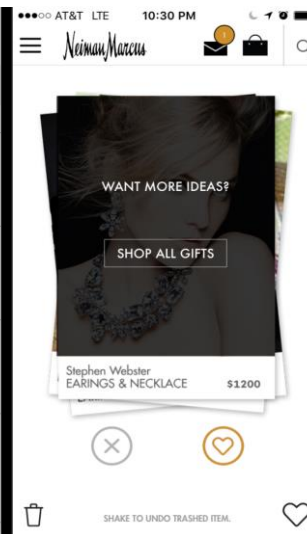
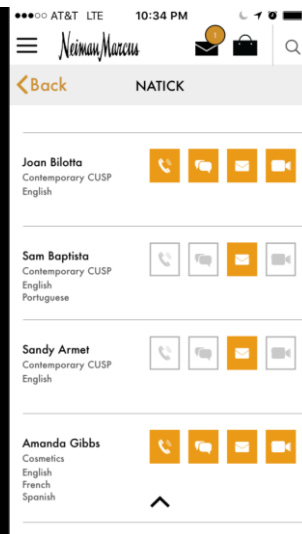
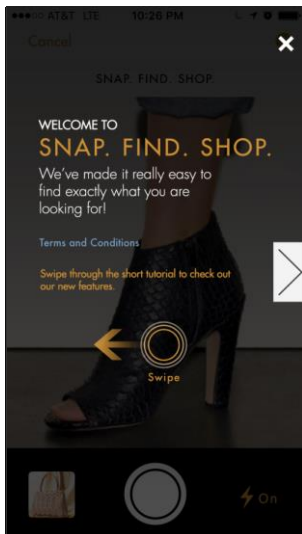
Using the camera, customer touches areas to "paint"



App shows local stores where product can be purchased



Dulux wins customer loyalty as a B2B by providing value and buying confidence



Neiman Marcus utilizes omnichannel engagement to personalize experiences

ABOUT • HOW DOES IT WORK? • CONTACT

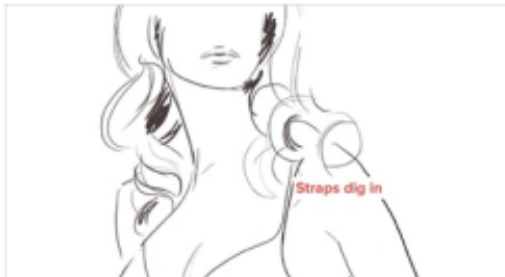
TRUE

TRUE & CO

YOUR ACCOUNT • YOUR SHOP • INVITES



Ouch! Does your bra hurt?



- ☒ BAND IS TOO TIGHT
- ☒ UNDERWIRE DIGS INTO THE BOTTOM
- ☐ UNDERWIRE DIGS IN AT THE SIDES
- ☐ CENTER PART DIGS INTO CHEST
- ☐ NO PAIN, ALL GOOD

**True
& Co.**

learns from every returned item to fine
tune each customer's individual store

KNOW IT FITS BEFORE YOU SHIP*Get your own personal fit rating and size for every style***Hudson
Bay**

captures personal info in exchange
for value without being creepy

What should I be doing today?

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Steps For Evolving To Individualization

Consolidate internal/external customer data.

Identify digital gaps in the customer journey.

Design touchpoints to use/collect data.

Think “enterprise” for a personalization strategy.

Solve pain points before surprising/delighting.

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CHECKLIST

- Culture
- Organization
- Technology
- Metrics



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Individualization done right doesn't look like personalization...



Individualization done right doesn't look like personalization...



...it just looks like a great experience.

Meet the panel



Katherine Monasebian
General Manager,
Brand & Digital Strategy,
E-Commerce & Growth,
ALEX AND ANI



Rob Schmults
Former SVP,
eCommerce and CRM,
Talbots



Margaret Tuschinski Director
of Digital Product
Management, Personalization,
USAA

Thank you

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For further reference

Evolve Now To
Personalization 2.0:
Individualization
Brendan Witcher