



QUICK GUIDE

3 steps to smarter customer interactions

Your guide to creating personalized customer experiences



Giving you data headspace

Global data creation is projected to grow to more than [180 zettabytes](#) by 2025.

To put that into perspective, if each terabyte in a zettabyte were a kilometer, it would be equivalent to [1,300 round trips to the moon](#) and back.

Most organizations don't need *more* data, they need the *right* data. And they need it to be joined up. Because when data is disconnected, it causes disconnected and frustrating experiences for their customers.

It can be the difference between a customer complaint being resolved swiftly with their business being retained, or a customer complaint being mishandled to the point of losing that customer's loyalty forever.

When the technology that collects data is siloed, the business, the employees, and the customers are all affected. And in an increasingly digital world, this is simply unacceptable.



Knowing what your customers need and when. The science of personalization

McKinsey said it best: “The true prize...is delivering experiences that are both world class to the consumer and deliver value to the business. Personalization is a crucial weapon in the marketer’s arsenal to achieve that goal”.

Personalization is crucial to delivering exceptional customer experiences.

In fact, [72% of customers](#) expect businesses to recognize them as individuals and know their unique interests.

For the companies that can achieve this and deliver the experiences that customers expect, they see a huge return. The average revenue lift for companies who personalize effectively is [40%](#).

It used to be that personalization was only accessible by the big players - businesses like Google, Apple, and Amazon. But this is no longer the case; the technology is now available to everyone. And yet, not a lot of businesses are getting it right. In 2019, only [15% of CMOs](#) believed their company was on the right track with personalization.

But it is possible to deliver personalization that hits the mark and truly resonates.



Getting started

Implementing personalization in marketing is a big endeavour. There are so many possibilities and opportunities with personalization that knowing where to begin can feel overwhelming.

Generally the advice is to start small, identify one business goal, and optimize one channel. For example, encouraging people to sign up to your email list, with the aim to increase customer acquisition and in turn, increase revenue.

But the most important thing to remember, is that marketing should be a conversation. Customers don't want to be talked at, they want to engage with your business. And only by listening to what your customers are saying, can you know what they want and need.



3 steps to personalization

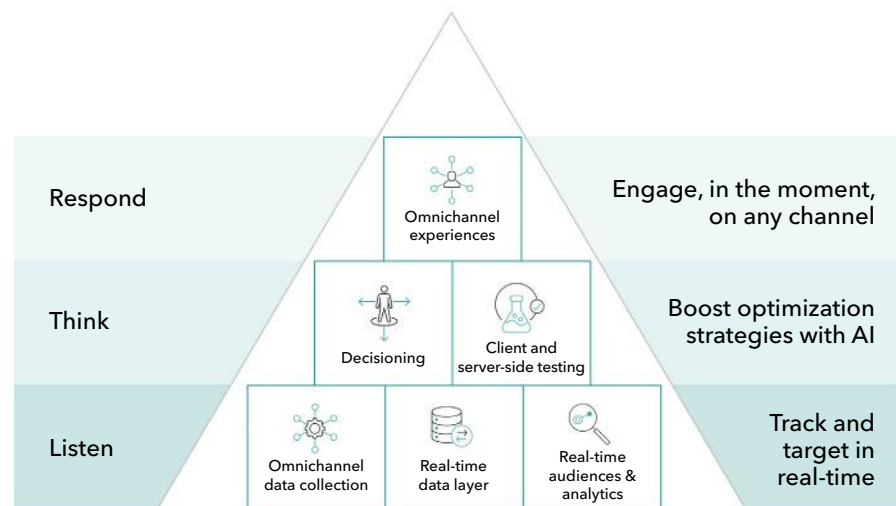
Listen more than you talk and think before you speak.

There are two adages for great personalized experiences. And this is reflected in our customer experience technology: Sitecore Customer Data Platform (CDP) and Sitecore Personalize.

There are three key steps to personalization:

- 01 Listen
- 02 Think
- 03 Respond

Sitecore Personalize - Key Capabilities



01 Listen

A CDP is the tool with which you can listen to your customers. It is the beating heart of your martech stack, gathering, segmenting, and identifying data from multiple online and offline data sources.

This omnichannel data collection gives you a treasure trove of accurate data about your customers as individuals. And with profile unification, you don't miss any key information. You can capture what they say when they fill in a form, notice where they're spending their time, and track the journey they take before they engage with you.

And with the ability to recognize these individuals in real-time, you're able to formulate a personalized response based on relevant data.

Plus, it allows you to listen in a respectful way, without being intrusive and enables you to keep customer data secure.

Sitecore CDP helps you to make sense of the plethora of data available, preventing data fatigue and providing the basis from which you can identify opportunities for personalization.

02 Think

When you listen to what your customers are saying, you need to then think about what your response should be. This is where personalization and decisioning comes in.

Decisioning is a technique that blends data, rules, and predictive analytics to make smart decisions about what to talk to customers about, on what channel, at any given time. Enabled by AI and machine learning, it allows you to deliver smarter interactions across every touchpoint.

For example, you may find that a customer is no longer opening your emails. So, you can choose to change your approach and instead drive a 1:1 conversation on inbound channels.

And of course, experimentation at this stage is also crucial. To continually learn from every action and reaction. To try something and test it and then try again. Personalize offers A/B, multivariate, and multiarmed bandit testing options, plus the ability to test across channels, such as email vs. text message.



03 Respond

When you focus on listening to your customers and thinking about your response, this results in omnichannel personalization. This means that you can respond to the customer, wherever they are, in a consistent and unified way.

A vital component to this, is the ability to find the balance between customer and business context. Alongside considering everything you know about the customer; you can take into account relevant factors about the business as well. For example, of the selection of products that might be suitable to offer a customer, there may be one or two of which there is a higher stock level that need to be moved.

When offering a discount, what level of discount should it be? If the customer has a high propensity to buy, then you may be able to offer them a 10% discount to secure conversion, as opposed to 25%.

Responses should be a win-win, they should delight your customers, while also driving business outcomes.

Modern-day marketing is more about creating smarter customer interactions, that will grow trust, confidence, and great loyalty.

For example, if you're a sports apparel retailer, it is the difference between knowing a customer purchases running trainers and knowing what style of running trainer they like, the brands they have purchased, the time of year they generally order a new pair and whether they do it via the website or an app.

It's the ability to suggest a product that complements a previous purchase, as opposed to suggesting a product they've already bought.

With the right tools, first-party data can unlock a new level of personalization.

Customer Success

Norwegian Airshuttle

"We've seen a 4X increase in ROI through Sitecore's personalization platform. Both the platform and the Sitecore team will rapidly accelerate the delivery of our personalisation and CX strategy."

Kjetil Eik Lovelie, Head of Marketing & Personalisation

Irish Life

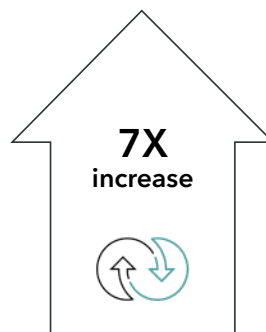
"The Sitecore platform has been transformational for us. When we started with CDP/Personalize, only 10% of our customers engaged online. That has now risen to 50%."

Cathal Henry, Digital Project Manager

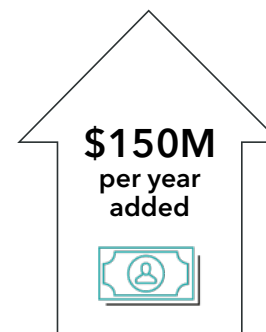
Hive

"Sitecore's personalization platform has helped us make every customer interaction more relevant, personalized and profitable - adding value to our customer journey at every stage."

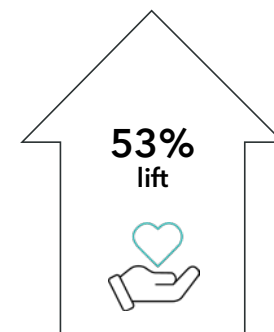
Neil Procter, Global Head of Customer Platform



Conversion



Revenue



Net Promoter

Own the experience™

Sitecore creates human connections between brands and their customers via digital experiences that leverage end-to-end content, seamless commerce, and continuous personalization to enable organizations to thrive in a world where, without a superior customer experience, there is no product.

To find out more about Sitecore CDP and Sitecore Personalize, reach out to us today.

We're here to support you. Let's start the conversation:
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sitecore.com

