



Personalization has evolved. You can, too.



Companies with mature personalization practices deliver experiences that make customers feel like they know them at every step. They can satisfy customers immediately with exactly what they want, where and when they want it.

But according to a Verndale study, 91 percent of senior decision-makers say that their company needs to improve its personalization capabilities. And more than half say their company misses the mark on delivering the personalized experiences customers want.

The right technology purchase can help, but it takes honing the right skill sets, too. The following are four areas a company needs to improve in before they can reach personalization maturity.

1. Omnichannel capabilities

Many companies offer at least some level of personalization on multiple channels, such as website product recommendations or email promotions that match customers' browsing histories. Though efforts like these are important parts of an end-to-end customer journey, they do little to meet customers' current personalization expectations.

Customers think of the experiences they have with your brand as an ongoing conversation, and they expect omnichannel personalization to match. If you show them you know them on social but not when they come to your website, you'll make an impression—just not the positive one you intended. In fact, Accenture says that 41 percent of customers report switching to a new brand after receiving poor personalization from another. Improving your omnichannel chops will ensure that personalization follows your customers from channel to channel, online and offline.

2. Customer journey insight

The days of the brand leading the customer journey are long gone. Now, the customer is in control of where they want to go and

how they want to get there. But it's hard to deliver personalization at every step—let alone in real time—if you don't know where customers are coming from. Using your data, you can create customer journey maps that make it possible.

Chances are, you already have all the data you need to create robust journey maps. The challenge lies in knowing which data you need to harness in order to deliver personalization from beginning to end, and how. When you improve your ability to turn that data into personalized paths, you improve the chances that customers will keep coming back. In fact, Epsilon found that 80 percent of customers are more likely to do business with companies that offer personalized experiences.



80% of customers say they're more likely to do business with companies that offer personalized experiences.

—Epsilon



41% of customers say they've switched companies due to poor personalization.

—Accenture

3. Digital transformation

Customers expect content that speaks to them specifically, served to them in the channels they prefer, at the moments that make the most sense. Taken as a whole, their expectations are endless and too much for any marketer to meet.

Digital transformation makes it possible. Creating end-to-end personalized experiences takes adopting new technology—like artificial intelligence, machine learning, and automation—that allows you to build relationships with customers as their needs evolve, and do it at scale.

4. Seeking support

You could be doing all the right things to strengthen your company's personalization practices, such as conducting research, and acquiring the right technology, and orienting your business structure to become customer-centric. But if your company lacks the right number and type of resources, executing and optimizing a mature personalization program simply isn't possible.

Connecting with a technology partner like Adobe Consulting Services can help you get the resources you need. They'll bring skilled experts into your workplace to help you make sense of vast data and insight, and determine the best strategies for acting on your most valuable opportunities.



40% of consumers say they've purchased something more expensive than they planned to because their experience was personalized.

—Adobe



Organizations that deliver personalization have reported a 50% reduction in customer acquisition costs.

—Harvard Business Review

Adobe Consulting Services can help.

Our Personalization and Testing Full Service was designed to help your organization get the most value from Adobe Experience Cloud. We have more than 1,000 expert consultants and strategists that know Adobe technology — and how to help experience-driven businesses succeed.

[Learn more](#)

Sources

[Adobe Experience Cloud](#) product page.

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