

# CX AND UX – THE PARADOX OF PERSONALIZATION AT SCALE

## The X Event

---

Peter Mackey

Michael Moore

© 2021 Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos.



# Experience is only everything...

# THE EXPERIENCE ECONOMY IS HERE

Satisfying the modern customer means **providing goods and services is no longer enough**

Companies must create and deliver a total immersive event (“an experience”) where **the memory itself becomes the thing being sold.**



**It isn't digitization  
or disruption you  
should fear, it's  
mediocrity that  
will drive away  
your customers.**





# It's a long game but the rewards are handsome...

## +10.2%

EBITDA

## +4%

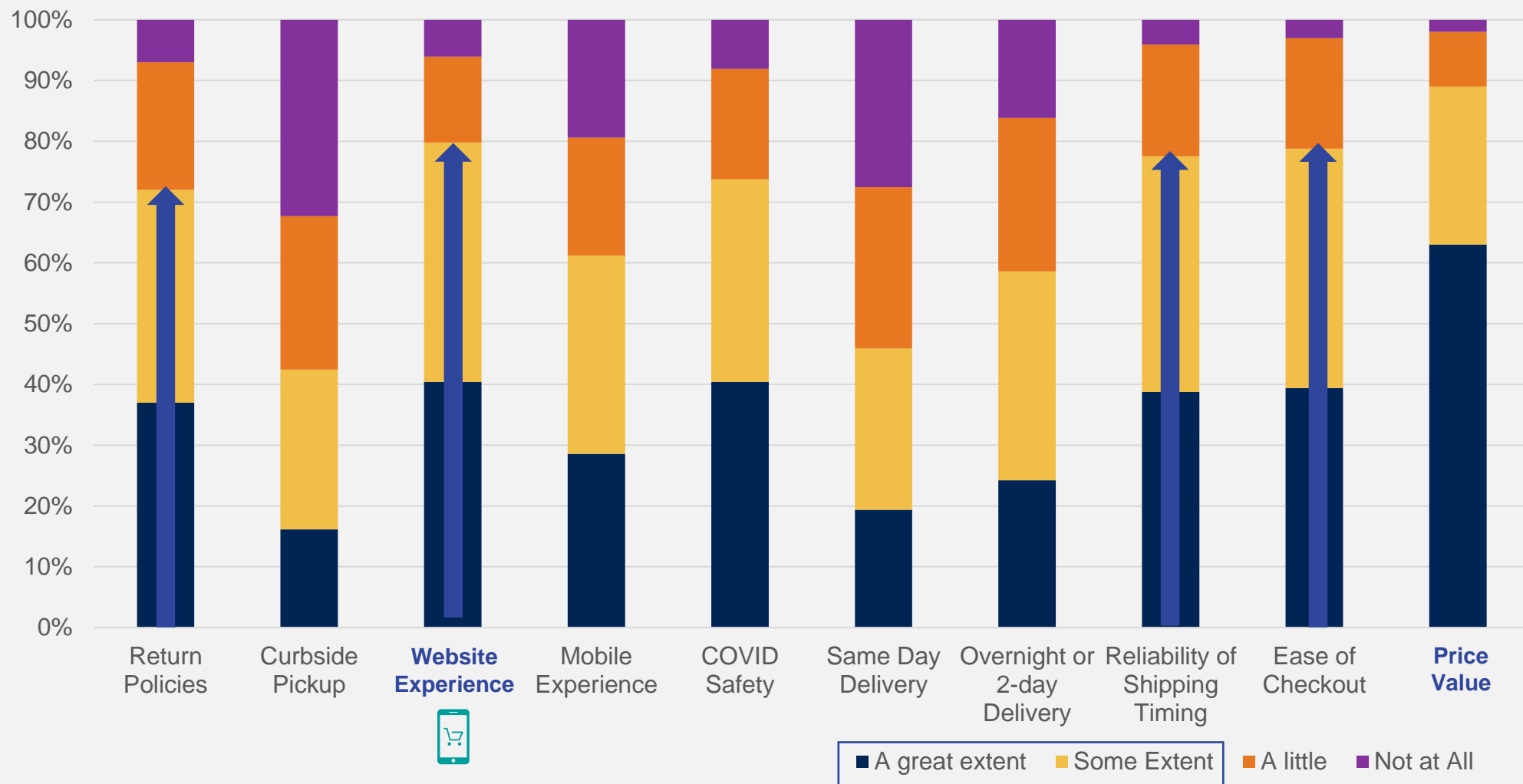
Average GM

## 114%

Average revenue per employee







# The Website Experience is a Key Factor in Store Choice



Source: The Ipsos Coronavirus Consumer Tracker, fielded April 28, 2020 among 1,113 U.S. adults.)

# But People Say Online Experiences Are Difficult to Use

EXPERIENCE	 TRIED	CAN'T FIGURE IT OUT	NOT SATISFIED	COMPLETELY SATISFIED
 Groceries	43%	11%	50%	40%
 Restaurants	53%	7%	50%	43%
 Durable Goods	24%	13%	51%	35%

Source: The Ipsos Coronavirus Consumer Tracker, fielded Sept. 15 - 16, 2020 among 1,113 U.S. adults.

# The drivers of a positive online experience





# Users want to get to the result faster, and relevance is key to this



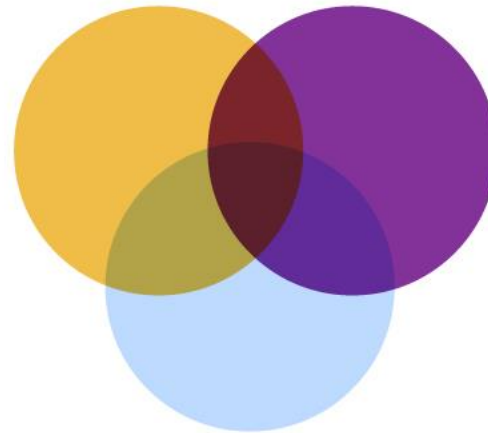
**73%** of people state that they have abandoned an online store because they couldn't find what they were looking for easily

Google™ now

# Personalizing the digital experience is no longer enough; creating value for users is the key to the future

## Customization

Make available tailored products, with emphasis on the function of interaction



## Personalization

Use of the consumer's data to personalize recommendations and messages to drive desirable actions and behaviors of users

## Individualization

Use of the data to determine the relevance, speed and exposure of products & services and to strengthen the emotional bond with users

What else  
makes an  
online  
experience  
useful?





# Many of the same things that we expect in a physical experience







## 5 Questions To Consider (e-commerce)

1. What is the best way to **organize your online experience** and how does that differ from the physical experience?
2. What **tools and content do users need** to understand if a product is right for them based on key attributes of your category?
3. Can you help people understand if the products they want are **in stock at their nearest store**?
4. What do shoppers need to know about your **return policy** and their options?
5. What are the implications of **cultural differences** and preferences in local markets that should be considered in the design?

# What to do?

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce ac nisi ut sem consequat finibus tempus et lorem. Sed commodo pellentesque ante at sollicitudin. Vivamus vitae dictum eros. et varius ipsum. Maecenas commodo arcu nec enim finibus. eget sagittis lacus pellentesque. Cras ante dul, varius venenatis fermentum vel, ultrices ac.



## Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce ac nisi ut sem consequat finibus tempus et lorem. Venenatis fermentum vel, ultrices ac.



## Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce ac nisi ut sem consequat finibus tempus et lorem.



## Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce ac nisi ut sem consequat finibus tempus et lorem. Venenatis fermentum vel, ultrices ac.

# Assess the customer journey



A hand holding a glowing blue circuit board against a dark background. The circuit board is illuminated with a bright blue light, showing intricate patterns of lines and dots. The hand is positioned in the center, with the fingers gripping the board. The background is dark and out of focus, emphasizing the glowing board.

# Optimize digital and human interactions

---





The background is a dark, abstract composition. It features several glowing, translucent tubes or ribbons in shades of orange, blue, and purple that curve and flow across the frame. These tubes are overlaid with a dense pattern of binary code (0s and 1s) in various colors. The overall effect is one of dynamic data movement and technological complexity.

# Map the technology stack and data flow

---



# Prioritize actions through ROI analyses

---

# Thank you!