

# CX AND UX – THE PARADOX OF PERSONALIZATION AT SCALE

## The X Event

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**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

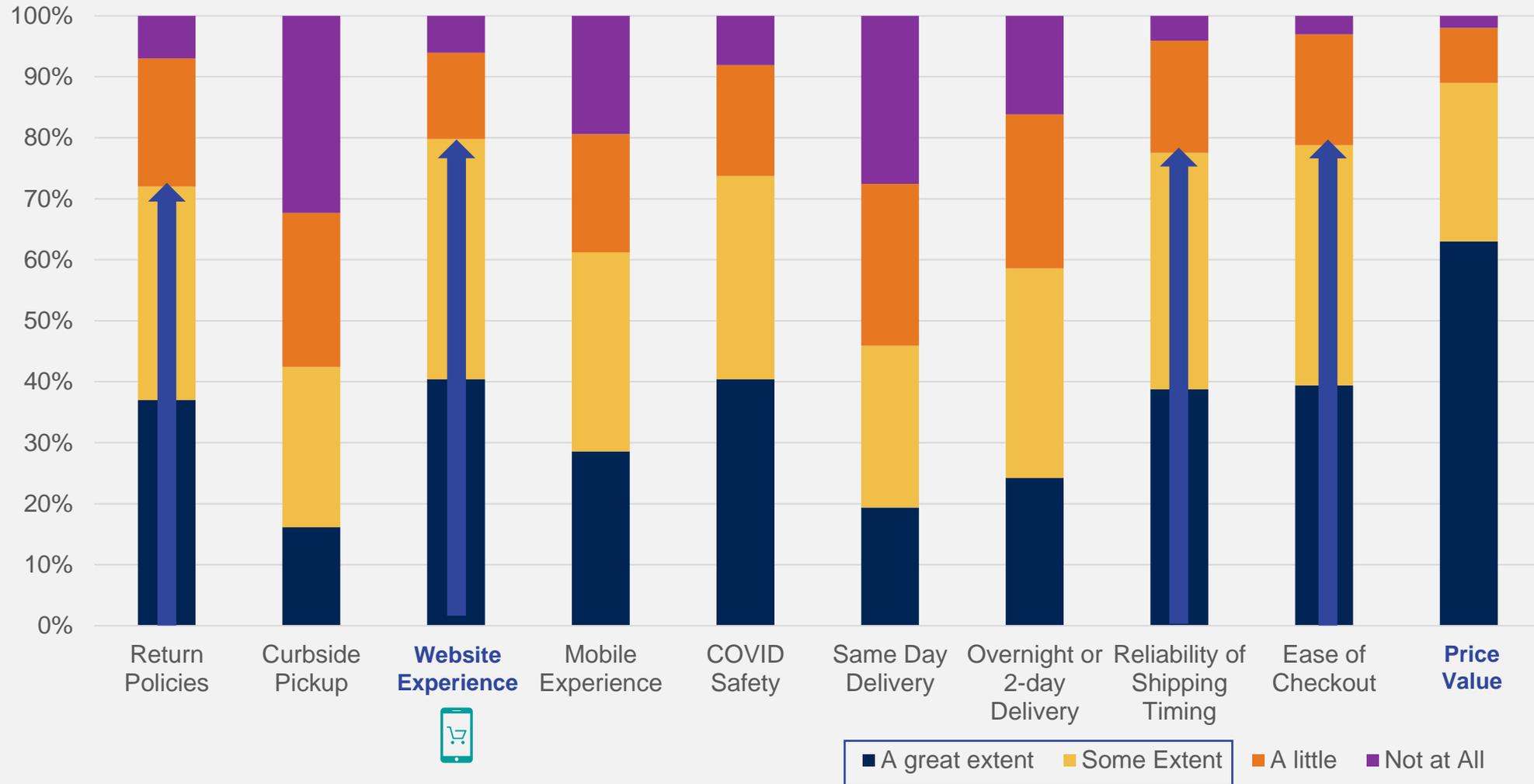
**114%**

Average revenue per employee



The Institute of  
Customer Service

# The Website Experience is a Key Factor in Store Choice



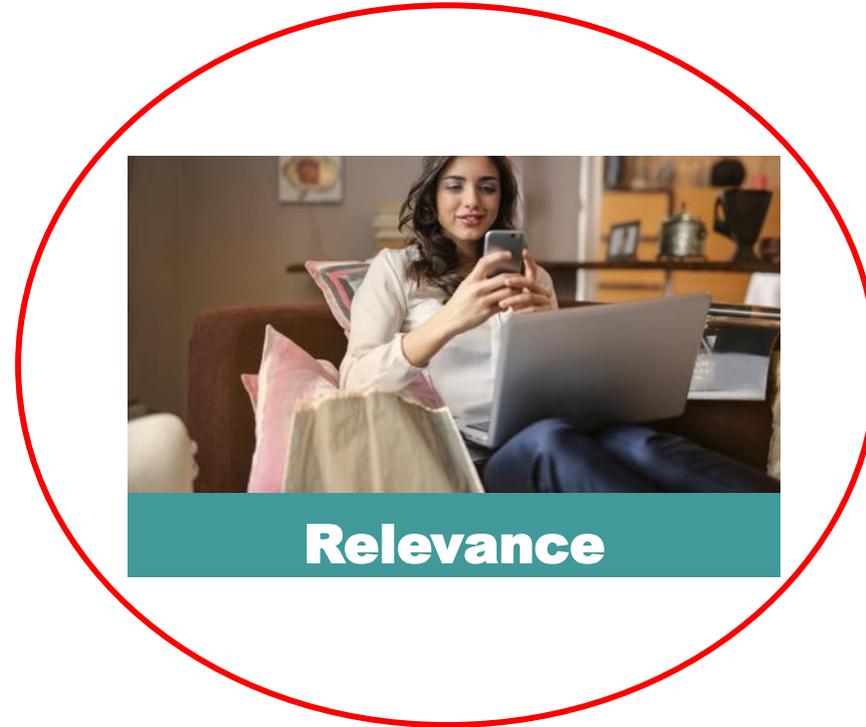
Source: The Ipsos Coronavirus Consumer Tracker, fielded April 28, 2020 among 1,113 U.S. adults.)

# 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**



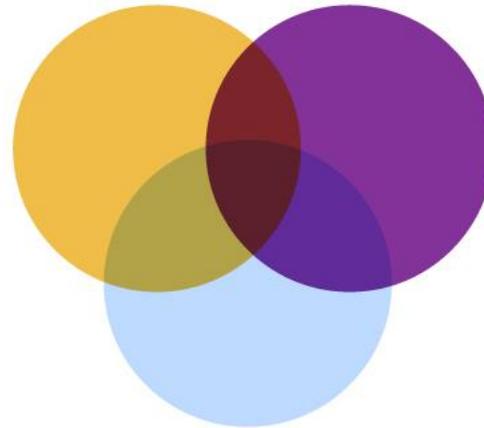
**73%** of people state that they have abandoned an online store because they couldn't find what they were looking for easily

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?

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# Assess the customer journey



**Key Segment Differences**  
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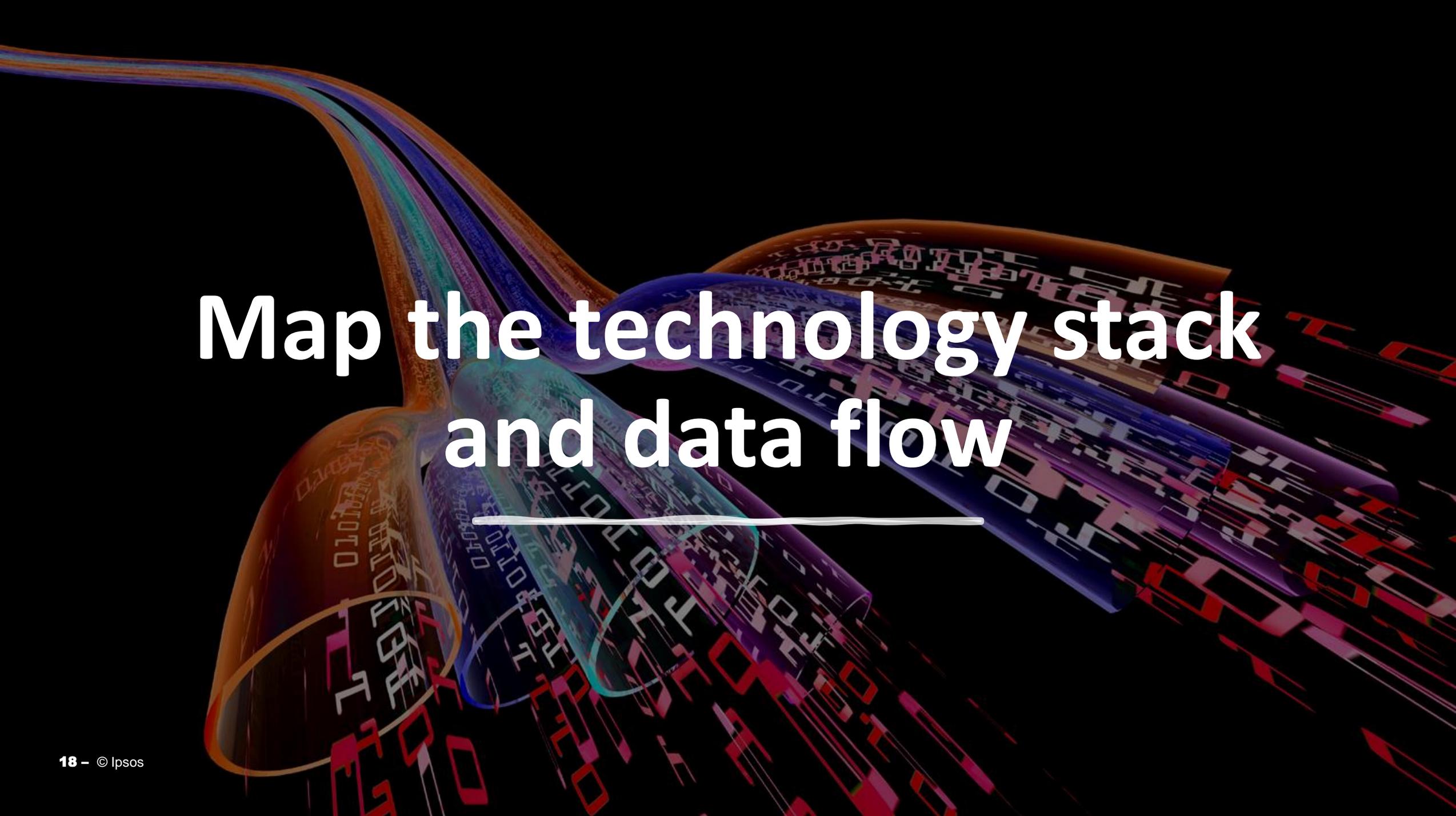
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# Optimize digital and human interactions

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The background features a dark space filled with vibrant, multi-colored streams of light in shades of orange, blue, purple, and red. These streams appear to flow and curve across the frame. Interspersed among these streams are various digital symbols, including binary code (0s and 1s) and stylized characters, some of which are rendered in a 3D, blocky font. The overall effect is one of dynamic digital data and connectivity.

# Map the technology stack and data flow

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# Prioritize actions through ROI analyses

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# Thank you!