CX AND UX – THE PARADOX OF PERSONALIZATION AT SCALE

The X Event

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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

5 – © Ipsos

The Institute of
Customer Service

The 🛒 **Website Experience** is a Key Factor in Store Choice

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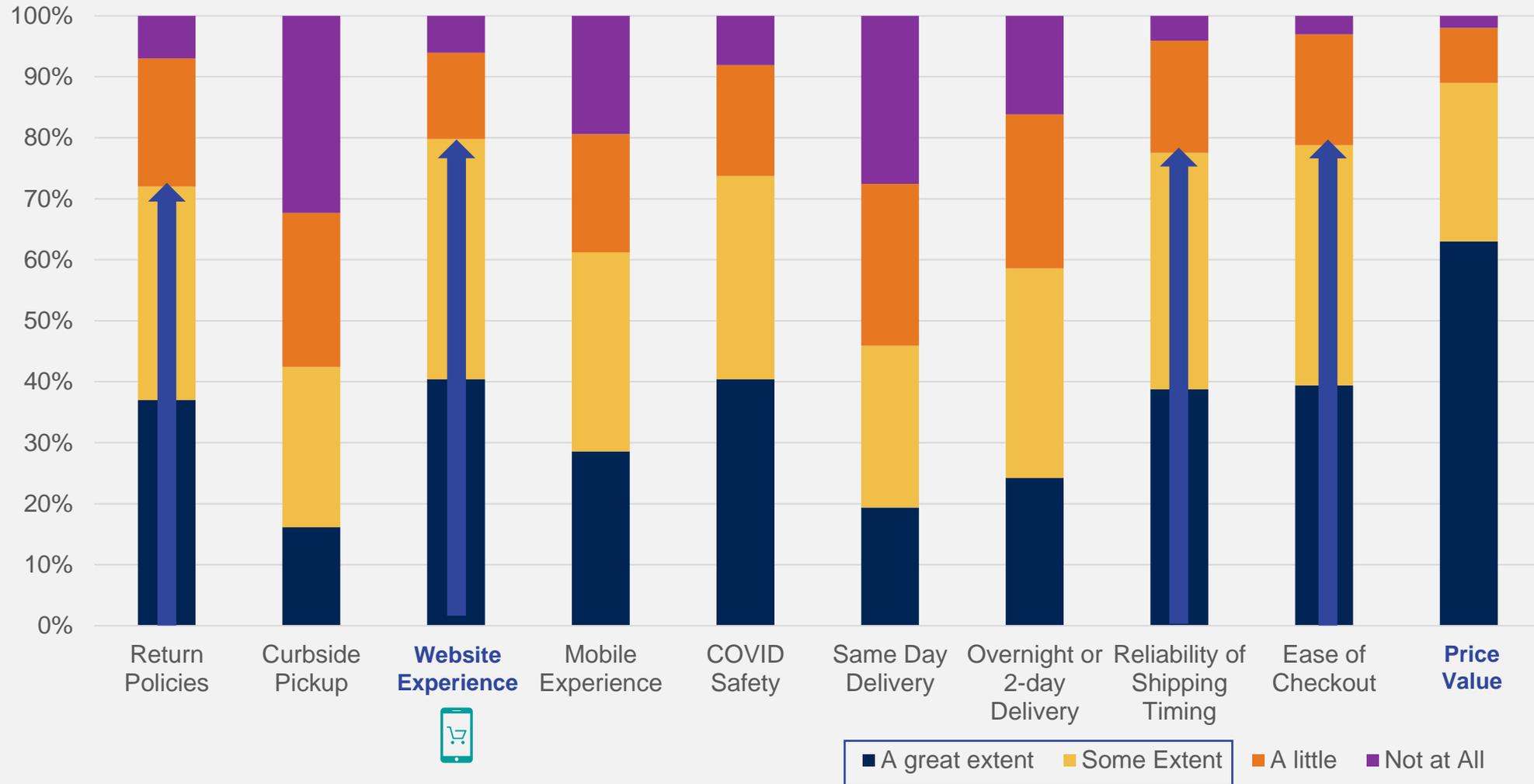
Source: The Ipsos Coronavirus Consumer Tracker, fielded Sept. 15 - 16, 2020 among 1,113 U.S. adults.

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The drivers of a positive online experience

Usability

Relevance

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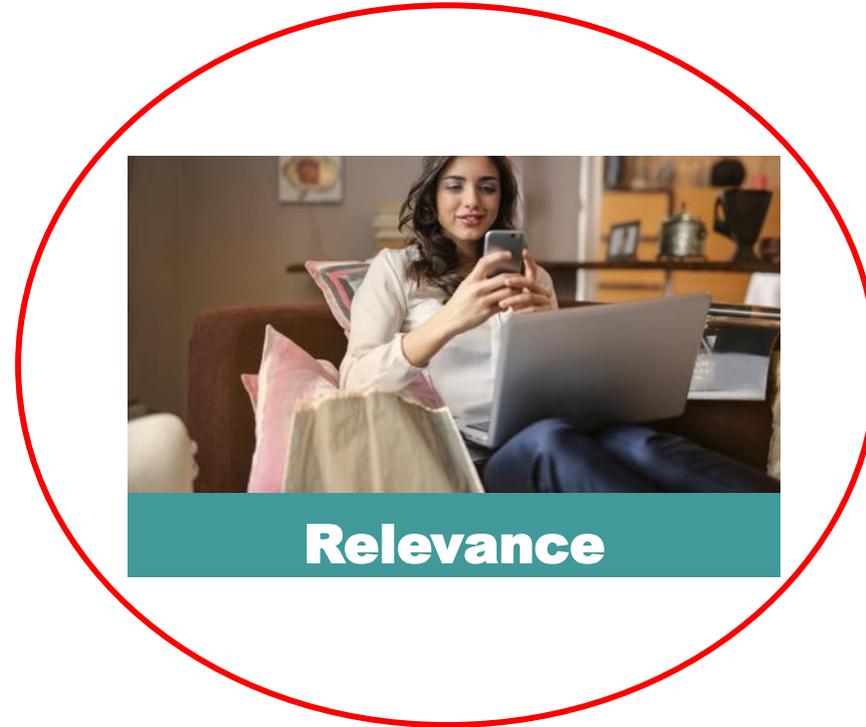
Users want to get to the result faster, and relevance is key to this



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

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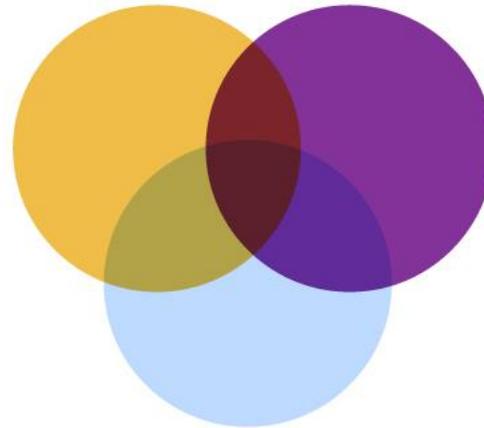
Personalization
Use of the consumer's data to personalize recommendations and messages to drive desirable actions and behaviors of users

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?

Assess the customer journey

Optimize digital and human interactions
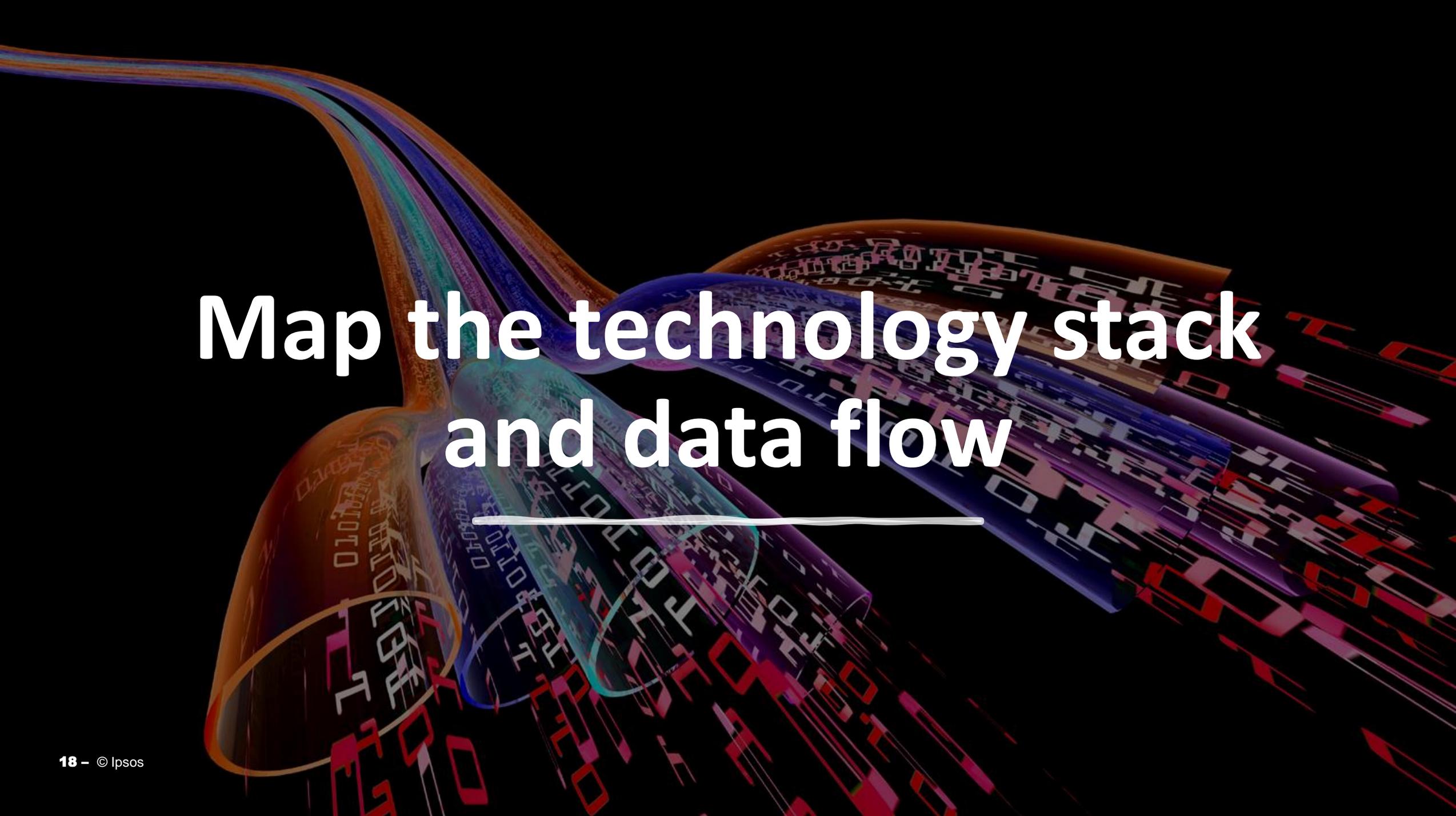
Audit the UX across digital properties

Map the technology stack and data flow

Prioritize actions through ROI analyses

Thank you!