Extreme Personalization Workshops

1. **The Problem: Increasing Difficulty Growing Revenue and Customers**

2. The Solution: Extreme Personalization and Customer Improvements

3. How We Are Different

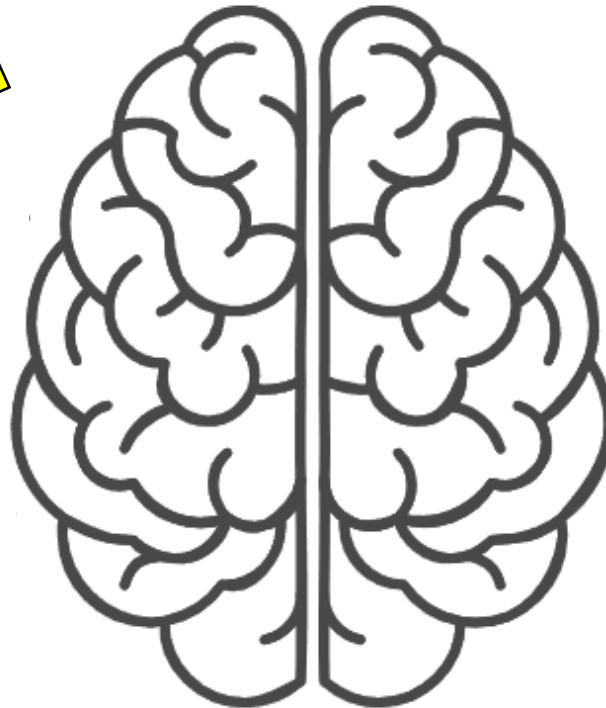4. Get Started with a Workshop

5. Case Studies

Customers Are Increasingly Overwhelmed with Products, Services and Content

Apps and Services

- In 2024, the Apple App Store had approximately 1.96 million apps.
- The Google Play Store had 2.87 million apps.

Digital Content

- In 2024, YouTube had 720,000 hours of video uploaded every day.
- In 2021, TikTok had 23.56 million videos uploaded daily.
- In 2024, 7.5 million new blog posts were published every day across all platforms. WordPress alone hosting over 2.3 million new posts daily.
- In 2024, there were 600,000 active podcasts, with an estimated 85,000 episodes posted per day.

Products on Digital Shelves

- In 2024, sellers listed almost 350M items on Amazon Marketplace. Note: Selling on Amazon has a failure rate of 80-90%.
- In Q2 2024, there were 4,790,000 active Shopify stores worldwide. This was a big increase from the 2,127,583 active stores in 2023.

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For Businesses, This Is Creating Serious Problems

Flat or declining revenue. **Especially online.**

- Revenue growth is becoming more difficult?
- Purchases and / or customers are slowing or decreasing?

Increasing difficulty acquiring and retaining customers.

- What used to work isn't working anymore?
- Acquisition is becoming more expensive or difficult?
- Customer churn is increasing?

Increasing uncertainty about necessary investments. **Especially in endless AI and tech tools.**

- New tools emerging with significant cost but uncertain value?
- Business appears at risk of transformation or disruption?

And Business Is About to Get Much Harder

- Generative AI is now super-charging content creation.

- AI Agents will super-charge the supply of apps and services.

- Automation will dramatically increase productivity.

- Robotics and physical AI will surge the supply of pretty much everything.

So How Do You Compete in World of Dramatically Increasing Supply?

And When None of the Standard Strategy Moves Will Be Enough
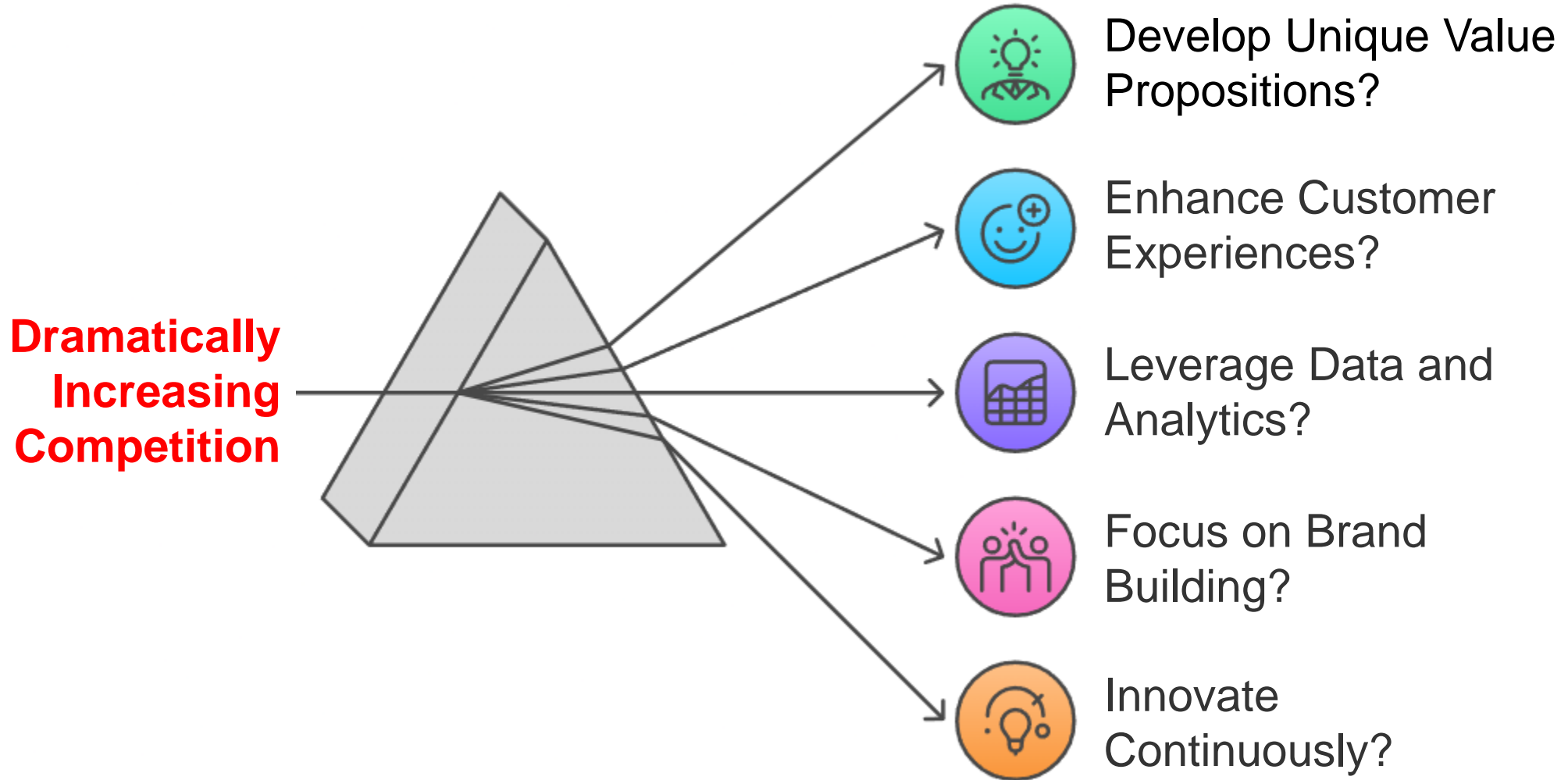
Dramatically Increasing Competition

Develop Unique Value Propositions?

Enhance Customer Experiences?

Leverage Data and Analytics?

Focus on Brand Building?

Innovate Continuously?

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The Solution Is to Continually Increase Your Value to Your Customers

Business Is Now a Customer Improvements Marathon. And You Always Need to Stay Ahead of the Pack.

How Do You Win this Marathon?

1. **You need to continually increase your value to your customers.**

   - Every year. You must keep increasing your value to customers.

   - You need to always stay ahead of your rivals.

2. **How fast you run matters.**

   - How fast can you implement customer improvements?

   - Are you building an operational system for this?

3. **You begin with Personalization.**

   - This is the low hanging fruit.

4. **But personalization is not enough**.

   - You need to add value across your customer interactions.

   - You need to continually improve **interactions** and experiences.

   - You need to continually add **services.**

   - And you need to continually strengthen your **moat.** Very important.

Deploying GenAI and Intelligence Tools Before Rivals Is a Game Changer

GenAI and Other Intelligence Tools
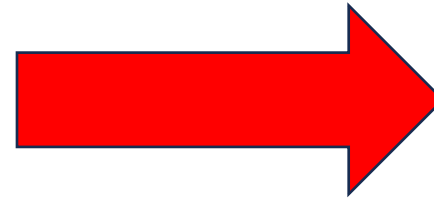
Our Solution Is the Extreme Personalization and Customer Improvements Playbook

Our Extreme Personalization Playbook (PrISM)
How to Win the Race in GenAI Supercharged Customer Improvements

Strengthen Your Moat

- Build your fortress
- Build barriers to entry
- Identify your competitive advantages long-term

Add Services

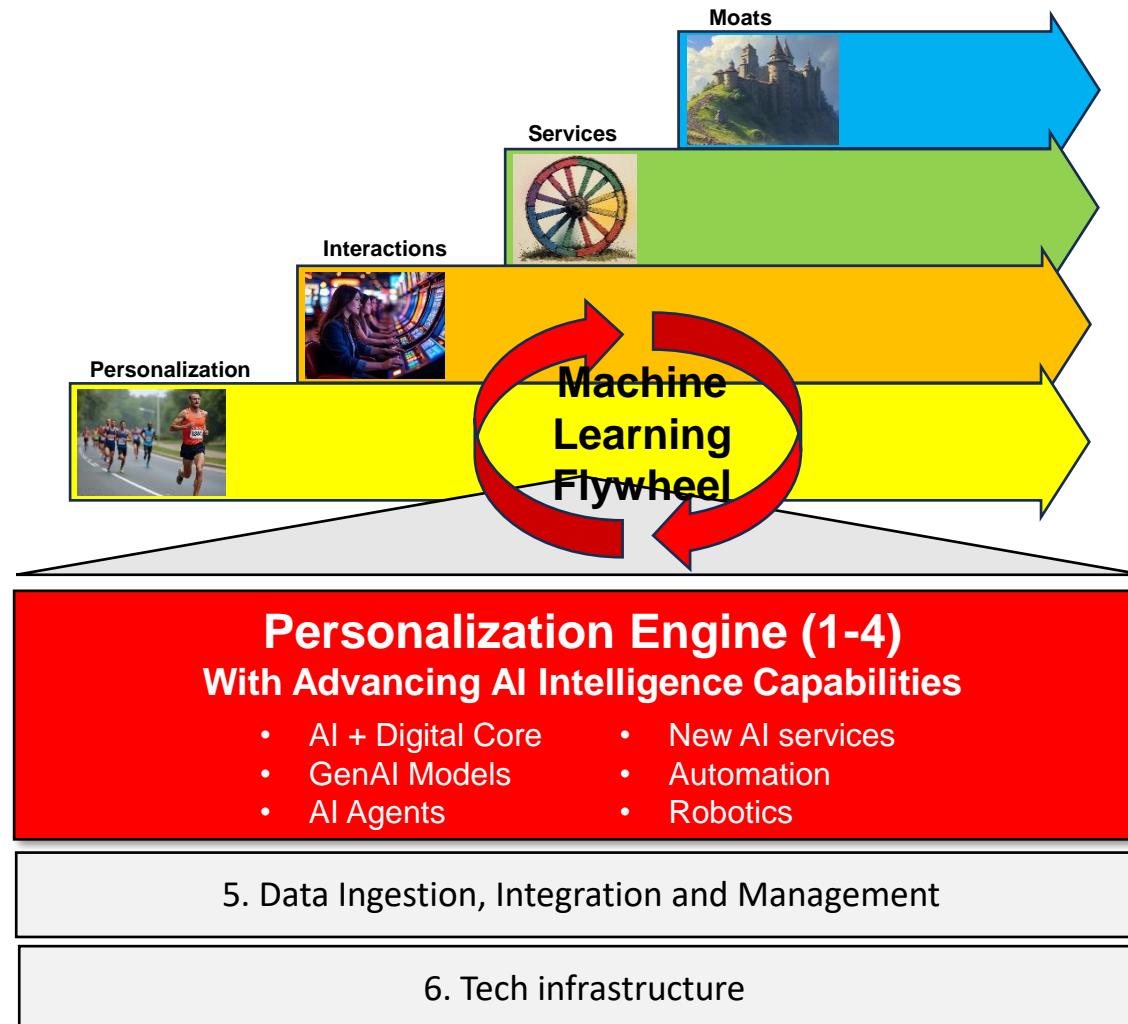- Surround your customers with ever-increasing value
- Add services and complements
- Bundle and cross-sell

Improve Interactions

- Build a "Repeat and Retain Machine"
- Add interactions and/or tap into gaming, reward and deeper behavior
- Create "thrilling products" and / or "wow experiences"
- Add small interactions that delight customers
- Launch attention-focused products or services. Esp Membership

Increase Personalization

- Run the "Personalization Marathon"
- Run faster and better with prioritized personalization use cases, organization changes, and technology initiatives. Especially content.
- Make time your ally with consistent, long-term progress against clear ROIs

GenAI and Intelligence Capabilities Are Key to Supercharging Customer Improvements

Moats

Services

Interactions

Personalization

Machine Learning Flywheel

Personalization Engine (1-4)
With Advancing AI Intelligence Capabilities

- AI + Digital Core
- GenAI Models
- AI Agents
- New AI services
- Automation
- Robotics

5. Data Ingestion, Integration and Management

6. Tech infrastructure

The Benefits of Personalization and Customer Value Add Initiatives Are Proven

- **Increased Conversion Rates**

  - Shopper are more than twice as likely to add items to the basket and 40% more likely to spend more than planned when experiences are highly personalized.

- **Improved Customer Satisfaction**

  - In a survey by Twilio Segment, 44% of consumers said they would likely take their business elsewhere if a retail brand failed to offer a personalized shopping experience.

  - Evidence suggests that 66% of customers expect retailers to understand their unique needs and requirements.

- **Increased Customer Loyalty**

  - According to Statista, 62% of consumers who made online purchases in the past six months stated that a brand would lose their loyalty if it did not provide personalized experiences.

  - Moreover, 91% of consumers are more likely to shop with brands that provide personalized offers and recommendations.

- **Increased Revenue**

  - Personalization can drive revenue growth by increasing average order values, encouraging repeat purchases, and reducing customer churn.

  - Personalized emails are six times more effective than generic emails.

- **Reduced Customer Acquisition Costs**

  - By targeting the right customers with personalized messages, retailers can acquire new customers more efficiently.

  - Deloitte reports that personalized marketing can reduce customer acquisition costs by as much as 50%.

- **Increased Customer Lifetime Value (LTV)**

  - Personalization can increase LTV by fostering customer loyalty and encouraging repeat purchases.

  - Personalized recommendations can introduce customers to new products or services they might be interested in, leading to increased spending over time.

You Can Learn More About Our Extreme Personalization and Customer Improvements Playbook (PrISM) in Our White Papers

- [How to Increase Personalization](#)

- [How to Improve Interactions](#)

- [How to Add Services](#)

- [How to Build a Stronger Moat](#)

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Who We Are

- **We are specialists in personalization, customer-facing innovation and digital strategy.**

- **We help our clients to:**

  - Address acute problems in revenue, customer engagement, satisfaction and retention.

  - Jump-start their teams in personalization and customer improvements. We help some businesses to get started. We help others to improve.

  - Identify high impact personalization use cases with near-term ROIs.

  - Improve their personalization / value add operating systems.

  - Learn from personalization and customer innovation best practices from around the world.

- **We work with:**

  - Small, medium and large businesses. This includes retailers, consumer brands, ecommerce companies and many other sectors.

  - Clients in Asia / China, the USA and Europe.

How We Are Different

- **We are recognized experts in advanced digital strategy and customer-facing innovation.**

- Founded by Jeffrey Towson, one of the most followed analysts in Asia (+2.9M followers on LinkedIn). He is frequently cited as a global influencer by companies such as Huawei and Alibaba. He has been seen on Bloomberg, CGTN, CBS News, ABC and other programs.

- Our approach is different because:

  - We specialize in extreme personalization and customer value-add initiatives.

  - We use our Extreme Personalization Playbook as a holistic, end-to-end strategy. Instead of piecemeal business initiatives or IT vendor approaches.

  - Our workshops and consulting services combine strategy with management training. Building expertise in management teams is critical for long-term success.

  - We ensure every customer improvement initiative has a measurable ROI.

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Our Services: Personalization Workshops

- Our management workshops are a great way to launch your personalization and customer improvement system.

- Or to test your system against best practices. And to identify improvements.

- Our personalization workshops are done on-site with management in 2-3 sessions of 3-4 hours. They are a combination of education / training and working with management on initiatives.

- Workshops are conducted on-site with the team and are best done semi-annually.

- Fee: $18,500 USD.

At the End of the Workshop, You Will Have a <u>Personalization Action Plan</u> With:

- **3 Personalization Use Cases** That Can Be Launched ASAP.

  - With Clear ROIs in 6 Months.

  - The workshops should pay for themselves based on improvements in revenue, customers or costs.

- **3 Operational Changes** to Improve Your Personalization Capabilities.

  - With KPIs (ops, tech, people, etc.).

- **2-3 Targeted GenAI Skills** for Staff to Begin Learning.

Our Services: Personalization Talks

2. **We provide online talks on best practices in personalization and super-charging customer improvements.**

    - These focus on the best practices in customer-facing innovation from around the world.

    - And are tailored to the priorities and issues of your business.

    - Past speaking events include:

        - Company events – McKinsey & Co, UPS, Alibaba, Adidas, LaSalle Investment Management.

        - Conferences – Citic Securities, Financial Times, Capillary Tech, Clariant Cataysts.

        - Executive education seminars – ICBC, China Merchant Bank, Cambridge University.

    - Fee: $3,500 USD

Our Services: Consulting Services

3. We offer consulting services to design, review and improve your personalization and customer improvement systems.

- Our consulting engagements are customized to each client's situation and priorities. They typically include:

    - Assessing and identifying near-term use cases to target.
    - Assess and identifying near-term improvements in your strategy, technology, teams and operations / workflows.

- These projects typically take +3 weeks depending on scope.

- Effective personalization systems require collaboration between leadership, business units, and IT departments, so consulting projects are a good method of making this type of cross-organizational change.

- Fees depend on discussed scope and deliverables. Each project will have a clear ROI. Engagements should pay for themselves based on improvements in revenue, customers or costs.

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Final Point: All Personalization Initiatives Should Pay for Themselves

- All tech and personalization initiatives should result in increased revenue, engagement and/or retention.

- All initiatives should have a measurable and positive ROI (versus time and money spent).

- Your personalization and customer improvements system should have a positive P&L

- This is necessary to make this an ongoing, sustainable activity within the business. This is a marathon so it cannot be an ongoing expense. It needs to pay for itself.

Schedule a Workshop

Contact Temperance Shen via WhatsApp or email for booking.

Email: info@towsongroup.com

Scan via WhatsApp

Terms and Conditions for Workshops

1. Scheduling Change

ASIATECH SERVICES, LLC reserves the right to make changes to the scheduling due to circumstances, including but not limited to weather conditions, company availability, and safety concerns. The Company will provide suitable alternatives in such cases.

2. Cancellation and Refund

Cancellation by Client: If the Participant wishes to cancel their participation in the workshop, the following refund policy applies:

* 50% refund if cancelled 30 days before the first day of the workshop.
* No refund if cancelled 30 days or less before the first day of the workshop.

Cancellation by Company: The Company reserves the right to cancel the workshop for any reason. In such cases, the Client will receive a full refund of the paid fee.

3. Liability and Waiver

The Client and Participants agree to release and hold the Company harmless from any liability for personal injury, property damage, or any other losses that may arise during the Workshop.

4. Governing Law

Both parties agree that they will comply with all applicable laws and regulations, including, without limitation, health and safety, disability, anti-corruption, trade sanctions, and anti-terrorism laws. Company, Clients and Participants agree to cooperate with each other to ensure Compliance with such laws. The validity, interpretation, and performance of, and the settlement of disputes relating to, this agreement will be governed by and construed in accordance with the law of the United States of America.

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Examples in Larger Retailers

Millets and Black (UK)

- Implemented a personalization product recommendation engine.

- This led to a 332% increase in conversion rates on Millets.co.uk and a 277% increase on Blacks.co.uk when visitors selected a personalized product recommendation.

- Nearly one-fifth of all sales (19.0% at Millets, 16.9% at Blacks) were attributed to product recommendations.

    - Source: https://www.smartinsights.com/ecommerce/web-personalisation/case-study-personalised-product-recommendations/

A large European grocery company

- Implemented customer segmentation based on location, time of day, and other factors using a rule-based transaction engine.

- Transitioned from generic marketing to personalized experiences, optimizing discounts and promotions.

    - https://www.mckinsey.com/industries/retail/our-insights/personalizing-the-customer-experience-driving-differentiation-in-retail

Cross-border ecommerce giant Shein

- Has leaned heavily into customer segmentation and targeted product recommendations cross-border.

- Reportedly launches +5,000 new products per day.

- A dramatic increase in customer engagement and average order value.

Examples in Larger Retailers (2)

Walmart

- AI-powered product recommendations: Walmart uses AI to analyze customer data and provide personalized product recommendations. This helps customers discover relevant products and increases the likelihood of purchase. This leads to increased sales and customer satisfaction.

- Personalized search results: Walmart's AI-powered search engine analyzes customer intent to provide personalized product groupings. This makes the shopping experience faster and more intuitive, leading to higher conversion rates .

- Targeted promotions and content: Walmart's Content Decision Platform uses AI to predict what type of content and products will resonate most with each customer. This ensures that every customer sees personalized content, from product recommendations to promotions, boosting engagement and sales .

- Personalized customer support: Walmart has developed a system of proprietary GenAI platforms to power GenAI technology.

McDonald's

- Implemented digital self-service kiosks which allowed customers to place orders, customize meals, and make payments independently, improving order accuracy and speed of service.

- However, the digital kiosks also provided an opportunity for personalization and upselling, as they were programmed to suggest additional items based on customer selections, leading to higher average transaction values.

- This strategic upselling feature contributed to increased sales and improved customer satisfaction by offering relevant and convenient add-on options.

Examples in Larger Retailers (3)

Waitrose

- Overview

    - A leading UK grocery online retailer,

- Strategy

    - Location-based personalization.

    - By analyzing customer data and preferences specific to geographical segments, Waitrose tailored its marketing messages and product recommendations.

- Results

    - This approach led to a 100% increase in revenue per session (RPS) on product detail pages and a 28% rise in RPS in the men's section through targeted recommendations.

    - The dynamic seasonal messaging, which adapted promotions to real-time data, ensured relevance and increased customer engagement, demonstrating how localized strategies can effectively drive sales.

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Examples in Larger Retailers (4)

Ikea

- Personalization initiatives included:

  - AI-enhanced product recommendations: IKEA uses AI and machine learning models to provide personalized product recommendations. These models analyze customer data, such as purchase history and browsing behavior, to suggest relevant items.

  - Contextual recommendations: IKEA suggests complementary items based on products already in the customer's cart, such as matching chairs for a selected dining table.

  - Personalized content and offers: IKEA may use data to personalize website content, email campaigns, and promotions based on individual customer preferences. This ensures that marketing communications are relevant and engaging.

  - Data-driven decision making: IKEA leverages data and AI to understand customer preferences and emerging trends, which can inform product development and marketing strategies.

- IKEA's personalization initiatives demonstrate a commitment to understanding and meeting individual customer needs, ultimately driving business growth and customer loyalty.

Examples in Smaller Retailers

Fashion Forward Boutique

- Overview:

    - Fashion Forward Boutique is a small online fashion retailer that effectively utilized social media as a primary tool for driving sales. This boutique's approach highlights the importance of personalized marketing strategies in enhancing customer engagement and increasing revenue.

- Strategy

    - The boutique concentrated its efforts on Instagram, leveraging the platform's visual appeal to showcase its products. By engaging with influencers in the fashion space, Fashion Forward Boutique was able to expand its reach and cultivate a dedicated audience.

    - This strategic partnership with influencers allowed the boutique to present its offerings in an authentic manner, resonating well with potential customers who value peer recommendations and personalized shopping experiences

- Results

    - As a result of its targeted social media strategy, Fashion Forward Boutique saw a remarkable increase in revenue, **reporting a growth of 200% within just six months**.

    - This case exemplifies how a well-executed personalization strategy, focusing on community engagement and tailored marketing efforts, can significantly enhance sales performance in the competitive online retail landscape.

Examples in Smaller Retailers (2)

Brewed Awakening

- Overview:

    - Brewed Awakening, a niche coffee roastery, exemplifies the successful application of personalization strategies in enhancing customer engagement and retention. By leveraging data-driven insights and advanced technology, the business has managed to build a loyal customer base while increasing subscription renewals significantly.

- Strategy

    - Brewed Awakening implemented an AI-powered recommendation engine that analyzes customer preferences to offer personalized coffee subscriptions

    - This system considers various factors, such as flavor profiles and preferred brewing methods, allowing the roastery to curate unique offerings tailored to individual tastes

- Results

    - The introduction of personalized recommendations led to a **remarkable 30% increase in subscription renewals**, demonstrating the effectiveness of targeted marketing efforts in a competitive marketplace

    - This outcome highlights the critical role of understanding customer needs and utilizing data to drive business decisions.

    - The company is exploring the integration of generative AI for creating tailored content and product descriptions. Such advancements promise to further enhance the customer experience, making it even easier for customers to discover products that resonate with their personal preferences.

Examples in Smaller Retailers (3)

Eco-Friendly Skincare Shop

- Overview

  - An eco-friendly skincare shop focused on delivering personalized skincare solutions tailored to individual customer needs and concerns.
  - The core of this business model is personalization, where customers can engage in a detailed quiz that gathers information about their skin type, concerns, and lifestyle habits before selecting products. This data-driven approach allows the brand to create customized formulations that address specific skin issues, thus enhancing customer satisfaction and loyalty.

- Customer Segmentation

  - The primary demographic for this eco-friendly skincare shop is women aged 25-40, a group often seeking sustainable and natural beauty products. However, the shop also attracts a diverse audience, including older women who may have different skincare needs and preferences. By recognizing and addressing these varied customer profiles, the shop can create more inclusive and effective personalized shopping experiences, significantly impacting its overall sales and customer engagement.

- Omnichannel Personalization

  - To enhance customer delight, the skincare shop implements omnichannel personalization strategies. For instance, they ensure that personalized experiences are consistent across various touchpoints, such as their online store, social media, and physical locations. Techniques such as sending handwritten thank-you notes after purchases, or offering exclusive loyalty rewards during significant customer milestones, contribute to creating memorable and engaging customer experiences.

  - By leveraging data from customer interactions, the shop can refine its marketing strategies and continuously improve its product offerings to align with customer preferences, further enhancing the sense of personalization and customer satisfaction[7]

- Performance

  - Key performance indicators (KPIs) are customer retention rates, sales growth, and customer satisfaction scores. The shop aims to enhance its data collection methods and refine its personalization strategies further. Engaging customers through feedback loops will be essential to ensure that the personalized experiences remain relevant and valued, ultimately driving sustained growth in a competitive market.

Examples in Smaller Retailers (4)

Local Bakery

- Strategy

    - A local bakery's case study serves as a potent example of how personalized digital marketing can lead to remarkable growth.

- Results

    - After implementing targeted social media campaigns, the bakery experienced a 150% surge in online orders within six months.

    - This transformation underscores the impact that well-crafted digital marketing strategies can have on small businesses, effectively highlighting the potential for significant revenue growth through personalization initiatives.
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Examples of New Services (1)

Ritz-Carlton

- Overview

  - Value perception is critical for Ritz-Carlton, as about 80% of luxury travelers prioritize exceptional service. The hotel's staff training is designed to meet these high expectations, leading to approximately 70% of guests returning due to positive experiences. The luxury pricing model aligns with the expectations of guests, who often view their spending as an investment in unique, high-caliber experiences.

  - This **relationship between perceived value and service excellence is a cornerstone of Ritz-Carlton's strategy for maintaining guest loyalty**.

- Strategy

  - **Personalized Service Initiatives:** The Ritz-Carlton has a robust employee training program. Each employee undergoes an extensive 250 hours of training annually, which equips them with the skills to enhance **guest interactions and address issues proactively**. Employees are empowered to resolve concerns independently, with the authority to spend up money per guest per day to ensure satisfaction, which has resulted in a turnover rate of approximately 20%, significantly lower than the hospitality industry's average. This commitment to personalized service fosters strong connections with guests, enhancing their overall loyalty to the brand.

  - **Audience Segmentation:** Ritz-Carlton focuses on identifying and segmenting its target audience by analyzing distinct consumer behaviors and preferences. Key segments include business professionals, affluent leisure travelers, families seeking luxurious accommodations, and couples celebrating special occasions. By tailoring services and marketing strategies to these specific demographics, Ritz-Carlton ensures that its offerings resonate deeply with guests, reinforcing its competitive position in the luxury market.

  - **Comprehensive Marketing Mix:** The Ritz-Carlton employs a sophisticated marketing mix encompassing the 7Ps—product, price, promotion, place, people, physical evidence, and process—allowing it to differentiate itself in a highly competitive market. The brand's historical adaptation to changing guest perceptions and its current strategies to connect with Millennial and Gen Z guests highlight its proactive approach to maintaining relevance and delivering superior service.

Examples of New Services (2)

Warby Parker (Eyewear Retail)

- Overview

    - Warby Parker, founded in 2010, offers affordable, stylish prescription glasses online and in retail locations. The company, which generated $487 million in revenue in 2023 faced challenges in providing personalized customer service in a primarily digital environment and scaling its operations to meet growing demand.

- Strategy

    - User-Friendly Digital Platforms: Intuitive online and mobile platforms for browsing, purchasing, and customer support.

    - Home Try-On Program: Customers can order five frames to try on at home for free, enhancing personalization and reducing purchase uncertainty. Instead of relying solely on online images, customers can physically try on frames in the comfort of their homes, making it easier to find the perfect fit and style.

    - **Virtual Try-On Tool**: An AI-powered tool allows customers to "try on" glasses virtually using their phone or computer camera. This innovative feature provides a realistic simulation of how different frames would look on the customer's face, further enhancing personalization and reducing the need for physical try-ons.

    - **Proactive Communication**: Regular updates, personalized messages, and efficient support channels keep customers informed and engaged throughout their journey.

- Results

    - Increased Customer Satisfaction: Personalized services and proactive support led to high satisfaction scores.

    - Providing a virtual try-on experience can significantly enhance customer engagement and reduce purchase uncertainty in online retail.

    - Offering a home try-on program allows customers to experience products in a personalized way, increasing the likelihood of a successful purchase.

Examples of New Services (3)

Zappos (Online Retail)

- Overview

  - Zappos, an online retailer specializing in shoes and apparel, has built a reputation for customer service. The company, which generated $2.2 billion in revenue in 2023 faced challenges in maintaining this high level of service while scaling its operations and managing a growing customer base.

- Strategy

  - Personalized Recommendations: An AI-powered recommendation engine suggests products based on individual customer preferences and purchase history. This technology, known as Einstein Copy Insights, analyzes marketing copy to optimize content for engagement and conversion. By understanding customer preferences, Zappos can provide relevant recommendations, increasing the likelihood of a purchase and enhancing the overall shopping experience.

  - **Empowered Customer Service Agents:** Agents are given significant autonomy to resolve customer issues and provide personalized solutions. This empowers agents to go the extra mile to ensure customer satisfaction, fostering a culture of customer-centricity.

  - **Surprise Upgrades and Free Shipping:** Unexpected perks, such as free expedited shipping or surprise upgrades to a better product, enhance the customer experience and foster loyalty. These unexpected gestures create a sense of delight and appreciation, strengthening the customer-brand relationship.

- Results

  - **High Customer Satisfaction:** Zappos' innovative approach to CX resulted in high satisfaction scores. Empowering customer service agents to provide personalized solutions can significantly enhance customer satisfaction and loyalty.

  - **Increased Customer Loyalty:** Personalized service and unexpected perks fostered strong customer loyalty. Offering unexpected perks and benefits can create a sense of delight and surprise, further strengthening customer relationships.

  - **Increased Market Share:** Positive customer experiences contributed to Zappos' increased market share. AI-powered recommendation engines can effectively analyze customer data to provide personalized product suggestions, increasing sales and enhancing the shopping experience.

Examples of New Services (4)

Discount Tire (Automotive Services)

- Overview

    - Discount Tire, an independent tire and wheel retailer, faced challenges in providing a personalized customer experience while maintaining operational efficiency across its numerous physical store locations. The company, which generated $6.1 billion in revenue in 2023 needed to adapt to the changing landscape of customer expectations.

- Strategy

    - **Online Appointment Scheduling:** Customers can schedule appointments online, reducing wait times and improving convenience. This allows customers to plan their visits in advance and avoid unnecessary waiting time at the store.

    - **Personalized Messaging:** Real-time messaging based on location and service needs keeps customers informed and engaged throughout the service process.

    - **Digital Kiosks:** In-store kiosks for check-in and service selection streamline the customer experience and reduce wait times. These kiosks provide a self-service option for customers who prefer a quick and efficient check-in process.

- Results

    - **Increased Customer Satisfaction:** Personalized service and convenient options led to improved customer satisfaction. Offering online appointment scheduling and touchless service options can significantly improve customer convenience and satisfaction.

    - **Improved Operational Efficiency:** Streamlined processes and reduced wait times. Digital kiosks can streamline the in-store experience and reduce wait times, enhancing operational efficiency.

    - **Increased Loyalty:** Personalized messaging can keep customers informed and engaged throughout the service process, building trust and loyalty.

Examples of New Services (5)

Nike

- Strategy

    - Nike has implemented several digital services and personalization initiatives to enhance customer experience and drive business growth.

        - **Nike Run Club and Nike Training Club apps:** These apps offer personalized workouts and training plans based on user data and preferences. This helps customers achieve their fitness goals and strengthens their engagement with the brand .

        - **Nike Fit app for personalized shoe sizing:** The Nike Fit app uses AR technology to help customers find the perfect shoe size. This tool enhances the customer experience and reduces the risk of online shoe purchases .

        - **AI-driven product recommendations:** Nike leverages AI to analyze customer data, such as purchase history, browsing behavior, and activity levels, to provide personalized product recommendations. This helps customers discover relevant products and increases the likelihood of purchase.

        - **Dynamic personalization in digital marketing:** Nike uses data to create customized email campaigns, website content, and advertisements tailored to individual customer preferences. This ensures that marketing communications are relevant and engaging, leading to higher conversion rates and customer loyalty.

- Results

    - **Increased sales:** By offering personalized product recommendations and targeted promotions, Nike can effectively drive sales and increase average order value.

    - **Improved customer engagement and loyalty:** Personalized experiences foster stronger customer relationships and increase engagement with the brand, leading to higher customer retention rates.

    - **Enhanced brand image:** Nike's focus on personalization and innovation strengthens its brand image and positions it as a leader in the athletic apparel and footwear industry.

The Benefits to CPG Businesses Are Particularly Interesting

- CPG brands face unique challenges in personalizing the customer experience, as they often have limited direct interaction with consumers.

- However, by leveraging data and technology, CPG brands can personalize their marketing efforts and product offerings to drive engagement and loyalty.

- Benefits can include:

  - **Increased Brand Loyalty:** Personalized experiences can foster a sense of connection between consumers and CPG brands, leading to increased loyalty and repeat purchases. Personalized CPG products give brands the ability to form deeper, emotional engagements with their customers and ultimately build loyalty for their products.

  - **Improved Brand Perception:** When CPG brands demonstrate that they understand their customers' needs and preferences, it can enhance brand perception and trust. When customers are presented with targeted recommendations, companies increase the chances of purchase and the potential for upsell, which, in turn, translates into a higher average order value and increased revenue.

  - **Increased Sales:** Personalized marketing campaigns and product recommendations can drive sales by increasing awareness and purchase intent.

  - **Enhanced Customer Engagement:** Personalized content and offers can capture consumers' attention and encourage them to interact with the brand. Over 70% of consumers only interact with personalized messaging. Seventy-two percent of shoppers say they expect the businesses they buy from to not only recognize them as individuals but also to know and tailor experiences to their interests.

Examples in CPG

Coca-Cola launches a "Share a Coke" campaign with personalized labels

- This increased sales and generated significant social media buzz. They expanded to include a wider range of personalized labels, resulting in 6,000 SKUs.

    - https://alliancesalesinc.com/product-personalization-impact-on-cpg-brands/

Oreo launches a "Colorfilled" campaign with personalized cookie wrappers

- This increased brand experiences and repeat sales by allowing consumers to personalize wrappers with colors and greetings.

    - https://alliancesalesinc.com/product-personalization-impact-on-cpg-brands/

Proctor and Gamble launches personalized product recommendations for beauty products using predictive analytics

- This increased online sales and customer loyalty by analyzing data on skin types, hair textures, and past purchases to offer tailored suggestions.

    - https://dragonflyai.co/resources/blog/breaking-barriers-predictive-analytics-personalization-in-cpg-advertising