Orchestrate, Organize, and Operationalize
Delivering on the Promise of Personalization @ Scale

The digitization of everything has created the most hyper-reactive markets in history. However, innovation at this speed comes with an unintended consequence – a never-ending glut of options.

A Never-ending Glut of Options

We've moved from walking among 100,000 products in a 50,000 square foot store... ...to having access to more than 10 million products on a 4-inch screen.

This has made it increasingly difficult for consumers to make sense of all their choices in an impersonal digital world.

Nearly 40% of consumers have left a website because they were overwhelmed by too many options.
The goal of personalization is to use data to make it easier for customers to find and consume what they want, how and when they want it.

Simplifying a Complex Topic: The 4Rs of Personalization

Personalization is the act of dynamically curating experiences to each individual and context in a seamless manner across channels. This includes all interaction, such as marketing, shopping, and services experiences.

As companies consider the capabilities and technologies they need to achieve personalization at scale, confirming the company can recognize, remember, recommend and be relevant is an important step toward success.

Recognize
More than half of consumers are more likely to shop at a retailer in store or online that recognizes them by name.

Remember
Two-thirds of consumers are more likely to shop at a retailer in store or online that remembers their previous purchases.

Recommend
Approximately 3 in 5 are more likely to make a purchase in store or online when a retailer recommends options for them based on their past purchases or preferences.

Relevance
Two-thirds of consumers are more likely to make a purchase in store or online from a retailer that sends them relevant and personalized promotions.
Advancing to Personalization @ Scale

Most companies have made some progress in their personalization journey, and efforts are accelerating across all industries. How is your organization doing?

Accenture Personalization Maturity Model

1. Minimal Personalization
   - Digital experiences and campaigns for audience segments based solely on expert judgment and simplistic business rules.

2. Selective Personalization
   - Personalized experiences and campaigns based on data driven testing, recommendations, and audience targeting.

3. Managed Personalization
   - Industrialized operating model for managing processes, governance, and platform instrumentation to support personalized experiences and campaigns.

4. Omni-Channel Personalization
   - Centralized decision management to create contextualized personalization and a seamless experience across channels.

5. Enterprise Digital Agility
   - Orchestrating across all channels to enable and manage goal setting for corporate-level KPIs, such as margins, revenue, and excess inventory.

Personalization at Scale

Reaching stage 3 and beyond can be a major undertaking.
Accenture's experience points to three critical areas that companies must address in order to ramp up and achieve personalization at scale:

**Orchestrate** the various personalization technologies, including DMPs, recommendation engines, optimization tools and rules platforms (among others) to curate a seamless personalized experience.

**Organize** and scale up the necessary talent with the right skills and culture to enable personalization at scale across all customer interaction points.

**Operationalize** the processes, operations, and governance to embed personalization in all campaign, ecommerce and content management interactions.

**Delivering on the Promise**

By making it easier for customers to find and consume what they want, when and how they want it, it is easier for customers to interact and conduct business, which, in turn, propels growth for the enterprise. Using data-driven intelligence from across interactive touchpoints also enables executive leadership to drive performance at a level of precision not previously experienced, equipping them with a powerful new lever for both growth and profitability.

To learn more about how to achieve personalization @ scale, make life easier for your customers and deliver high performance to your organization visit [accenture.com/personalization](http://accenture.com/personalization).