Rather than guessing what customers want, brands need to empower customers and allow them to define their own journey by creating living profiles.

An effective living profile includes:

- Nuanced personal preferences
  In the clothing industry, for example, a style profile might include a customer’s preference for aspects like fabrics (satin), styles (peplum), features (cutouts) or fit (classic).

- Complete customer control
  A living profile will empower customers to tell brands and retailers what they want—not the other way around—by using it to curate their personalized experiences, product recommendations, and offers.

- Ability to evolve
  Consumer preferences, needs, and passions change over time, and a quality style profile will evolve with the individual.

The 2018 Personalization Pulse Check, we uncovered exactly what consumers want when it comes to personalization. Today’s consumers don’t want businesses to define their journeys with one-way personalization tactics such as location-based push notifications. Instead, consumers are looking for a two-way dialogue that puts them in the driver’s seat.

**The Anatomy of a Living Profile**

- **Know Your Customers**: 91% of consumers are more likely to shop with brands who recognize them by name, remember their preferences, and provide them with relevant offers and recommendations.

- **Make It Cool, Not Creepy**: 41% of consumers find it creepy when they receive a text from a brand. However, almost two-thirds (64%) said they felt invaded because the brand had information they didn’t share knowingly.

- **Remember to Say Sorry**: 45% of respondents say the coolest engagement tactic is when brands send apology emails for a poor in-store or online experience.

- **Enable a Two-Way Dialogue**: 74% of consumers would find it valuable to tell brands exactly what they want through living profiles.

**Personalization Pulse Check 2018**

**Tips for Moving from Communication to Conversations**

- **Know Your Customers**: More than 90% of consumers are more likely to shop with brands who recognize them by name, remember their preferences, and provide them with relevant offers and recommendations.

- **Don’t Go Outside the Relationship**: 27% of brands and retailers have communicated with consumers in a way that felt too invasive. However, 64% of consumers felt invaded because the brand had information they didn’t share knowingly.

- **Enable a Two-Way Dialogue**: 74% of consumers would find it valuable to tell brands exactly what they want through living profiles.

**The 2018 Personalization Pulse Check**

**The Team of a Living Profile**

- **Join the Conversation**: Accenture.com/personalization @AccentureACTIVE

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