73% of CEOs acknowledge the need for products, services and experiences that are more meaningful to their customers. What’s driving their interest in “hyper-relevance”? Changing customer expectations, of course.

87% of consumers believe it’s important for companies to safeguard data privacy.

Look beyond the traditional customer journey. Identify and prioritize areas where hyper-relevance can deliver added—and unexpected—value.

Rethink data. Predictive analytics, AI, machine learning and digital assistants bring a new level of understanding.

Earn trust continuously. The trust consumers place in companies is as critical as the data itself. Sustan it with rigorous processes and governance models.

Personalization—which is designed around relatively “constant” aspects of a consumer’s life such as buying patterns or demographics—has its limits.

Hyper-relevance allows companies to keep pace with the “non-constants” and changing circumstances of consumers’ lives. Whereas the value of personalization plateaus over time, the value of investments in hyper-relevant experiences continues to grow.

Artificial Intelligence
Predictive Analytics
Digital Assistants

44% of consumers use a digital assistant

Two thirds of customers who abandon business relationships do so because personalization is lacking.

48% of customers already expect specialized treatment for being a good customer.

Nearly a third of consumers expect the companies with which they engage to know more about them. And two thirds are willing to share personal information. But only if they get something in return. And only if their data is secure.

HELLO, HYPER-RELEVANCE

Two sides of the relevance coin

Hyper-relevance and trust are intertwined. Nearly a third of consumers expect the companies with which they engage to know more about them. And two thirds are willing to share personal information. But only if they get something in return. And only if their data is secure.

Capturing the value of hyper-relevance requires three things:

01 Look beyond the traditional customer journey. Identify and prioritize areas where hyper-relevance can deliver added—and unexpected—value.

02 Rethink data. Predictive analytics, AI, machine learning and digital assistants bring a new level of understanding.

03 Earn trust continuously. The trust consumers place in companies is as critical as the data itself. Sustain it with rigorous processes and governance models.

These digital technologies contribute to hyper-relevance:

- Artificial Intelligence
- Predictive Analytics
- Digital Assistants

48% of consumers already expect specialized treatment for being a good customer.

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