accenturestrategy

PUT YOUR
TRUST
IN HYPER-RELEVANCE

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.
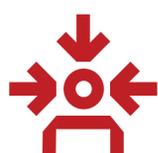
33% OF CUSTOMERS who abandon business relationships do so because personalization is lacking.

48% OF CONSUMERS already expect specialized treatment for being a good customer.

HELLO,
HYPER-RELEVANCE

Personalization—which is designed around relatively "constant" aspects of a consumer's life such as buying patterns or demographics—has its limits. As customer expectations evolve, so must the experiences that companies deliver.

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.

THESE DIGITAL TECHNOLOGIES CONTRIBUTE TO HYPER-RELEVANCE:

Artificial Intelligence

Predictive Analytics

Digital Assistants

44% OF CONSUMERS use a digital assistant

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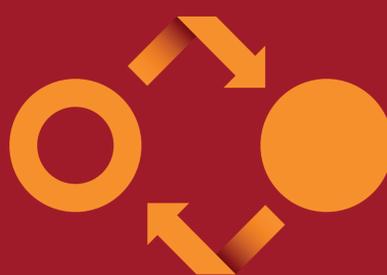
87% of consumers believe it's important for companies to safeguard data privacy.

73% find not being able to trust a company with personal information a top source of frustration.

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.