

8 THINGS

Communications Service Providers (**CSPs**) need to know about customers to deliver **hyper-personalisation**

Accenture’s pulse check found that **91%** of consumers are **more likely** to shop with brands who provide them goods and services that are **relevant** to them.

Customer Expectations are higher than ever, a **‘human-like’** understanding is necessary to achieve a **personalised customer experience**.

Personalisation: a process that creates a relevant individualised interaction between two parties to enhance the experience of the recipients.

Gartner

“Personalisation is not a trend it is a **Marketing Tsunami**”.

Avi Dan

Here are **8 key elements** to achieve this:

1

DEMOGRAPHICS

Age, gender, address, credit rating, etc.
are important to establish a basic understanding of the customer.

“Even when you are marketing to your entire audience or customer base you are still simply **speaking to a single human** at any given time”.

Ann Handly

93% see uplift in conversion rates from Personalisation.

Econsultancy

2

PRODUCT & SERVICE INFORMATION

Tariff, device, tenure, spend, lifetime value, etc.
Critical Basic understanding, well populated as required for critical processes such as billing.

3

GEOGRAPHICS

Location, geo-location
Usage data provides basic area details giving additional insights such as place of work and roaming information can highlight international travel activity. Geo-location data can provide additional accuracy, if required.

74% of people feel frustrated when the web experience is not personalised.

Loyalty360

4

PSYCHO-GRAPHICS

Interests, behaviours, preference
Personal elements that distinguish customers as individuals. Determined by calls we make, websites we visit or offers we choose. Can be used to create behavioural tribes. Powerful for what to offer and how to serve.

5

INFERRED ATTRIBUTES

Age, gender, lifestyle, household, etc.
Fills in missing profile details or can be used to correct wrongly allocated attributes e.g. used to infer that there is a different user to the bill payer which would change the way they should be engaged.

6

INTERACTIONS

Web, app, call centre, IVR, purchases, etc.
The full range of customer interactions with your brand through multiple traditional and digital channels tells a story about your customer, and how engaged or disengaged they are with you.

7

PROPENSITIES

Churn, buy, contact, NPS, etc.
Models to predict propensity become more powerful if the foundation on customer profile is more complete. Models should run frequently, even on-demand for each customer and outputs should be used as inputs to other models.

8

PRIVACY AND CONSENT

Consent opt-ins/outs, memberships/subscriptions
Consent or opt-ins are a key part of personalisation. CSPs need to ensure consent is accurately recorded and data is well protected. Developing a deeper customer understanding enables a provider to protect its end-users by automatically applying age controls, blocking marketing or providing accessibility services.

The combination of these **8** elements provides a human-like understanding of the customer, creating a unique profile for each and every individual customer and is the basis for a truly personalised experience across **all customer interactions**.

To find out how Intent HQ can help you deliver hyper-personalisation at scale using human-like customer profiles contact us here.

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