

# THE ROADMAP FOR PERSONALIZATION

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HOW MANY OF YOU BELIEVE **PERSONALIZATION**  
IS CRITICAL TO YOUR ORGANIZATION'S SUCCESS?



The background of the image shows the silhouettes of a crowd of people against a blue, gradient sky. Several individuals have their hands raised in the air, suggesting a public event or a survey. The overall tone is professional and engaging.









HOW MANY OF YOU BELIEVE YOUR ORGANIZATION  
IS GOOD AT **PERSONALIZATION**?



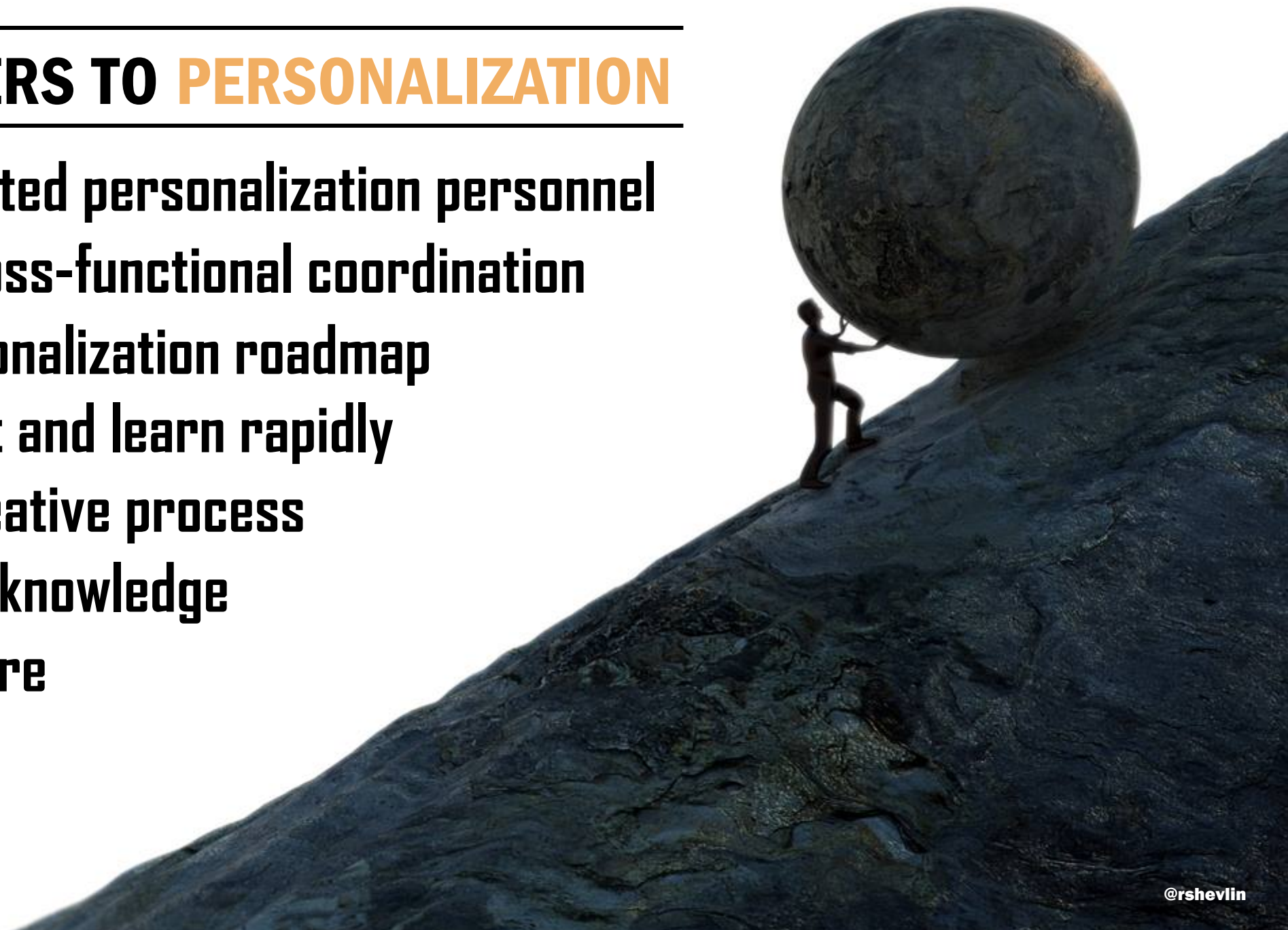
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# TOP BARRIERS TO **PERSONALIZATION**

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-  Too few dedicated personalization personnel
-  Inadequate cross-functional coordination
-  Lack of a personalization roadmap
-  Inability to test and learn rapidly
-  Inadequate creative process
-  Lack of talent/knowledge
-  Company culture
-  Budget

SOURCE: BOSTON CONSULTING GROUP

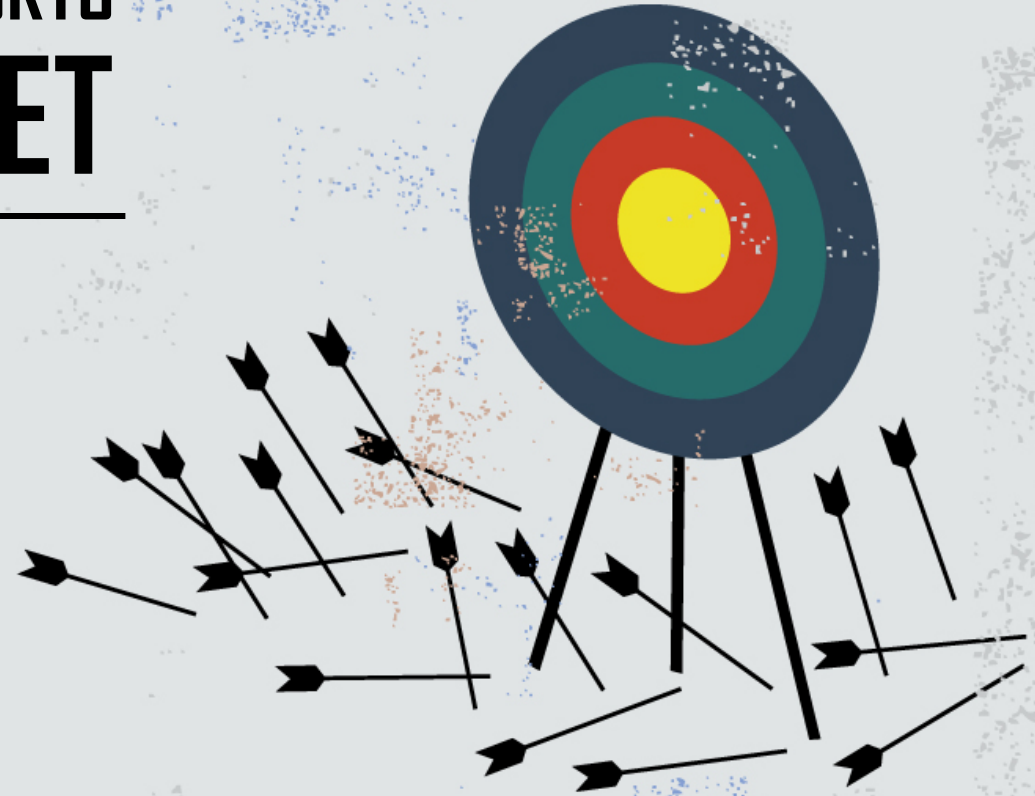


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# WHY **PERSONALIZATION** EFFORTS MISS THE TARGET

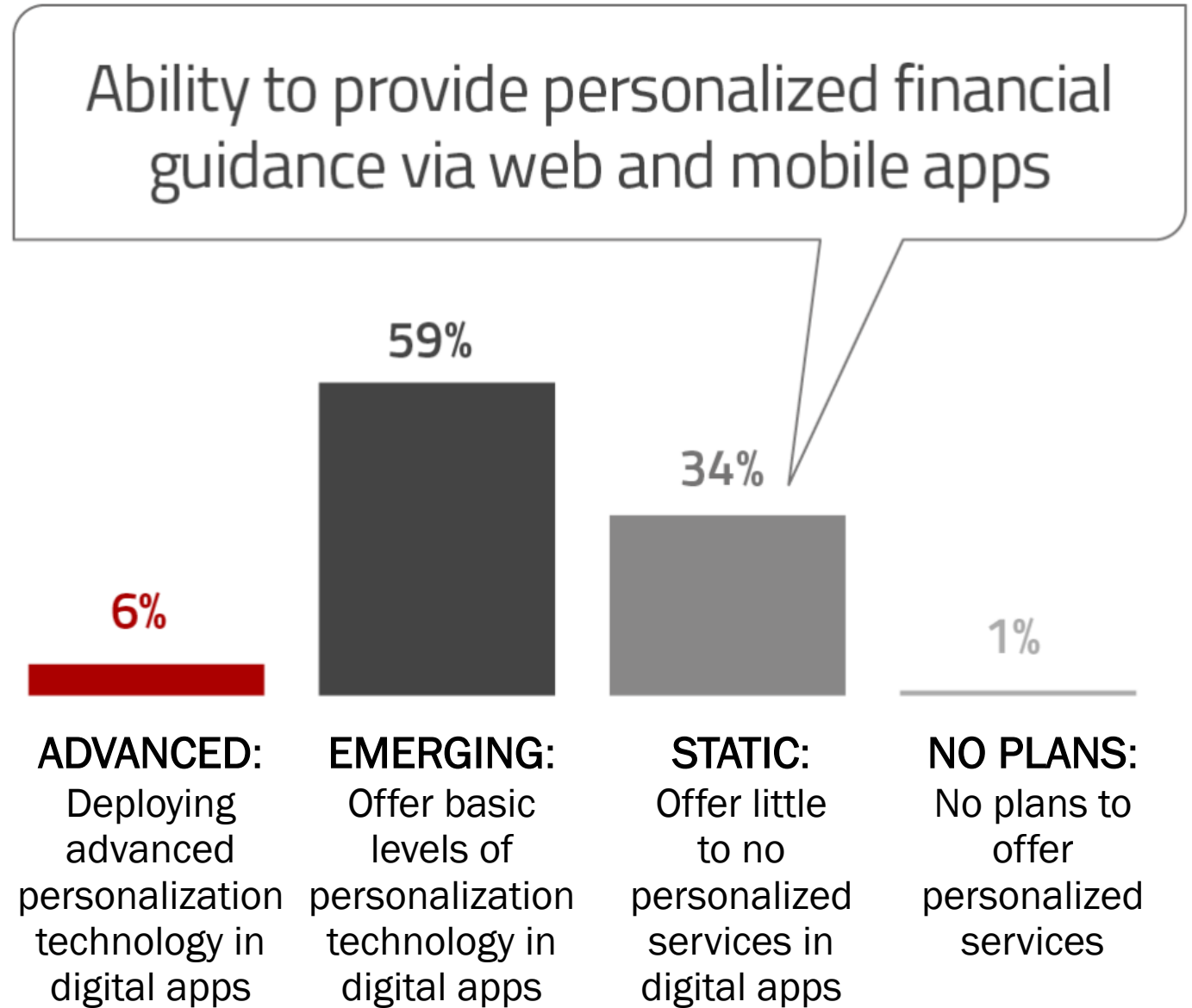
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- **Wrong goals**



# “94% of Banks Can’t Deliver on Personalization Promise”

-The Financial Brand





“Personalization is the ability to deliver highly customized, real-time **recommendations** based on the consumer’s profile, behavior, needs, channel preferences, and location.”

—Jim Marous  
Owner and Publisher of  
The Digital Banking Report



**“Personalization is the procedure of *collecting* customers’ information which helps the firm to create products and services that perfectly provide the customer’s desires and needs.”**

(International Conference on Social Science and Humanity)

**“Personalization is the process by which a user *customizes* a desktop, or Web-based interface, to suit personal preferences.”**

(Techopedia.com)



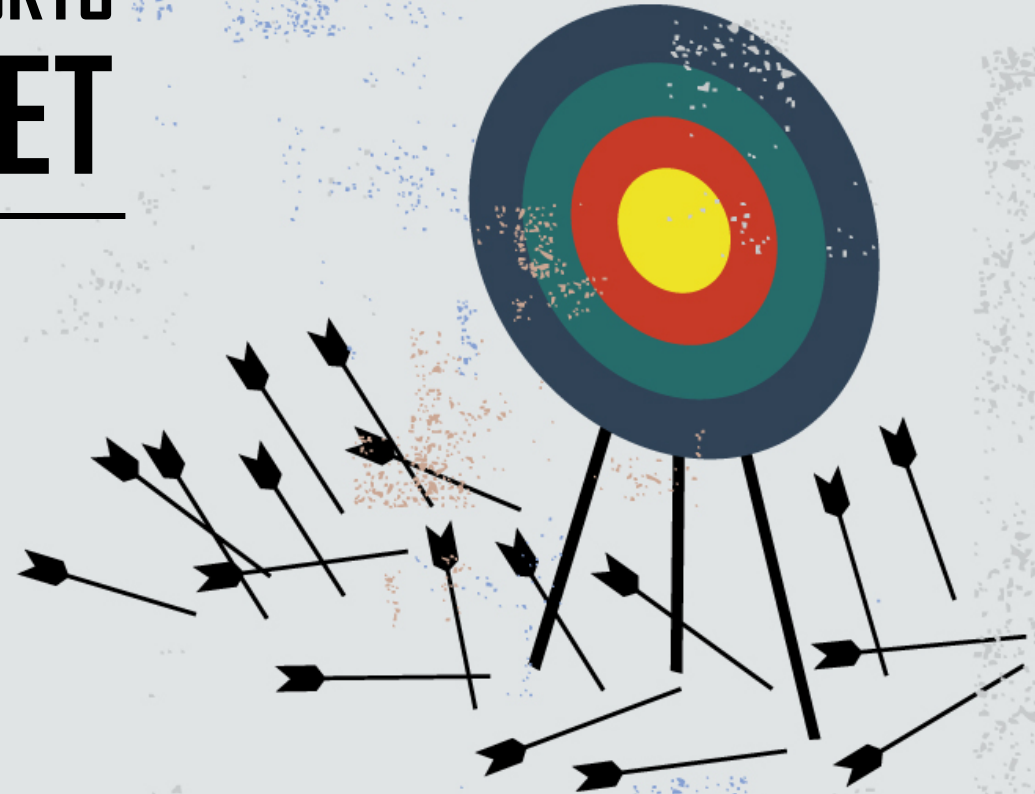


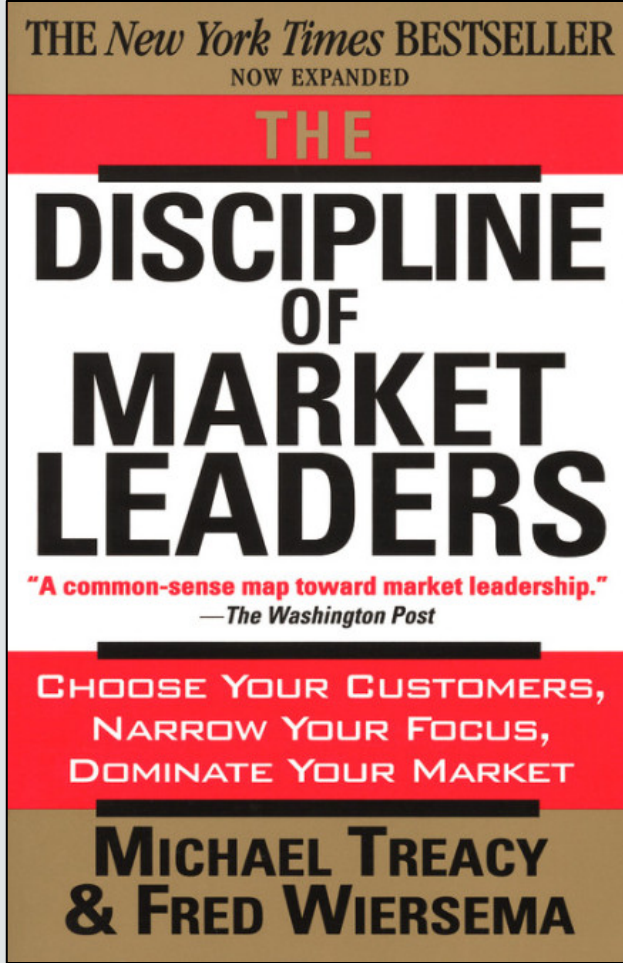
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# WHY **PERSONALIZATION** EFFORTS MISS THE TARGET

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- Wrong goals
- Lack of “discipline”





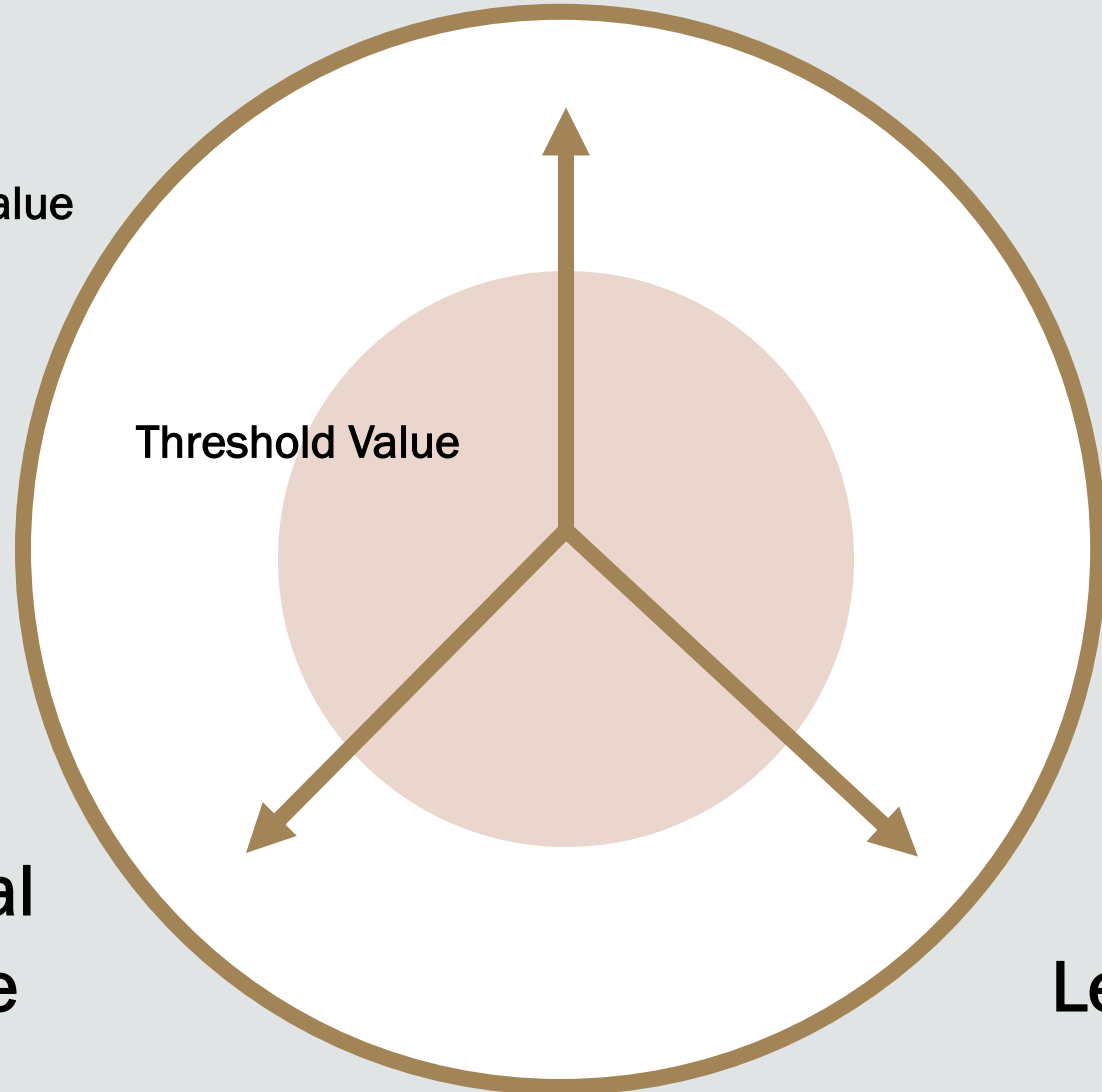
Customer  
Intimacy

Leadership Value

Threshold Value

Operational  
Excellence

Product  
Leadership

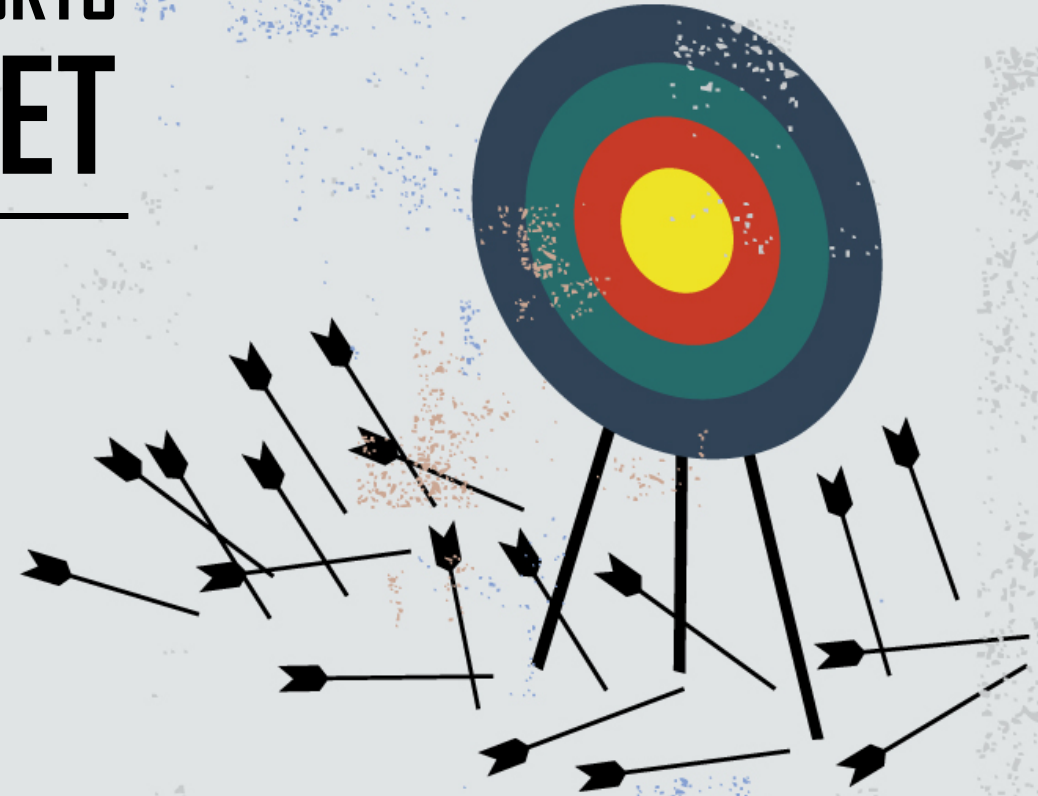


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# WHY **PERSONALIZATION** EFFORTS MISS THE TARGET

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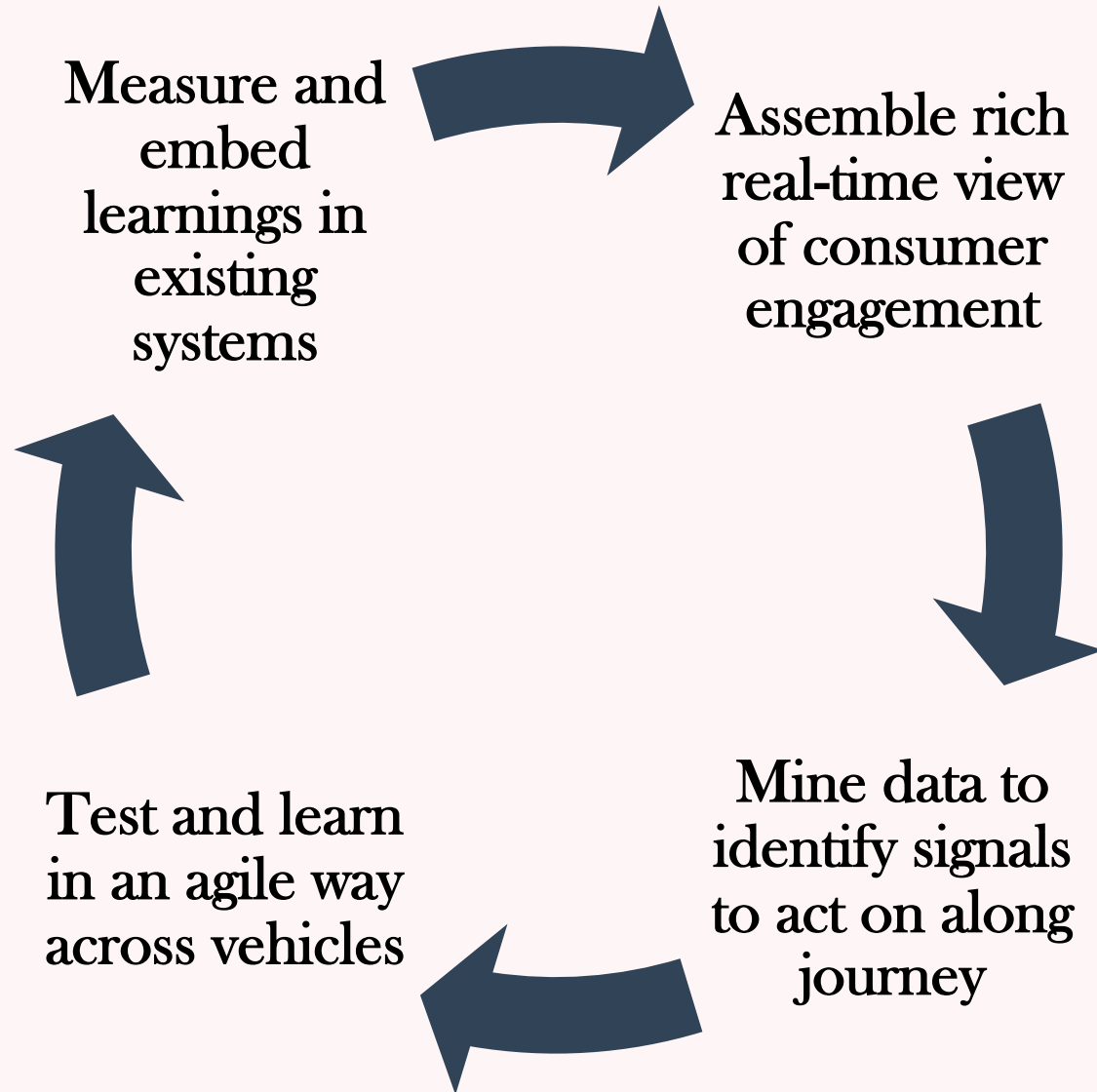
- Wrong goals
- Lack of “discipline”
- Ineffective roadmap





# McKinsey & Company

“End-to-end  
personalization  
growth factory”





A new definition of personalization:

**“Having **conversations** with customers tailored to each **channel** and the type of **relationship** they have with the company.”**

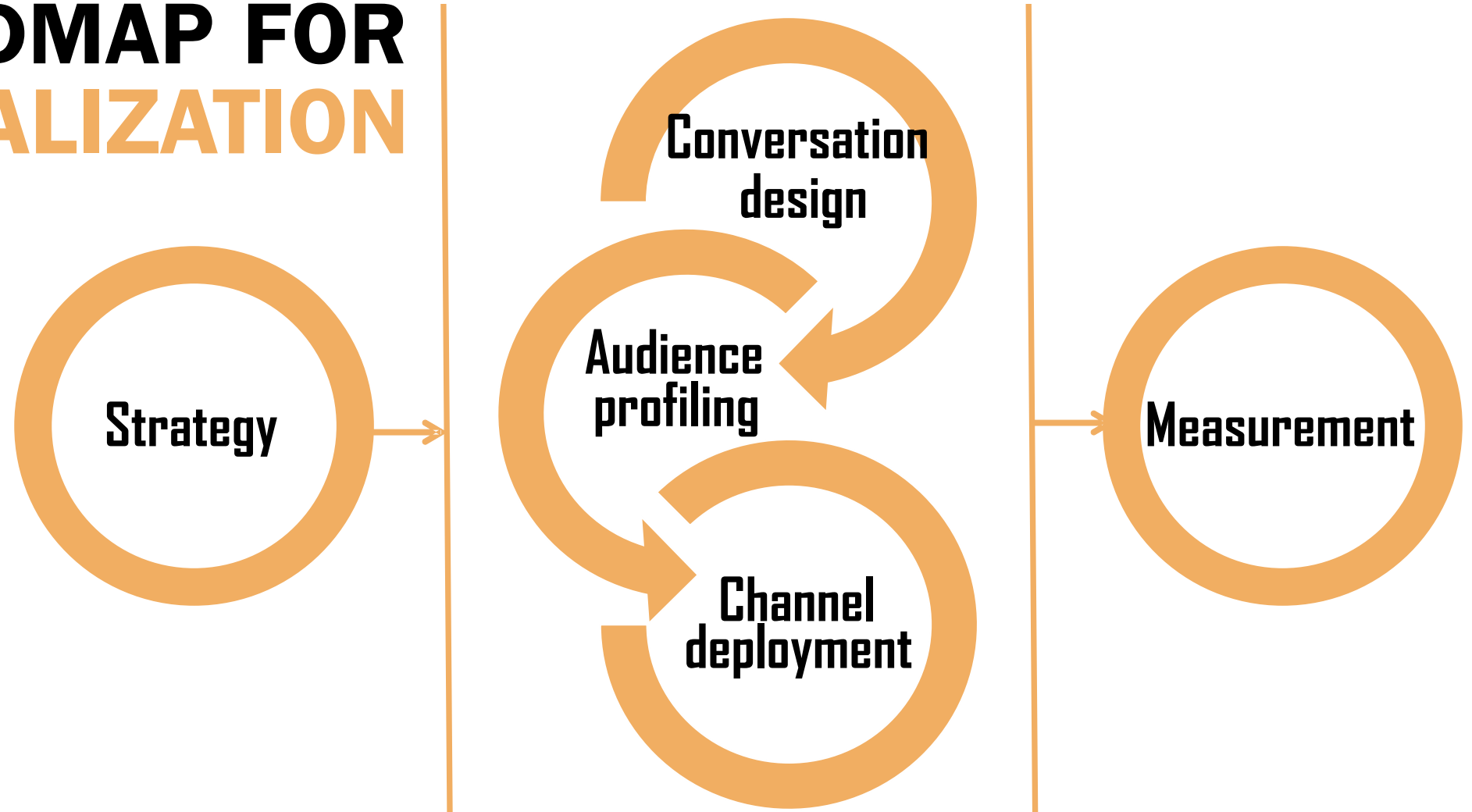






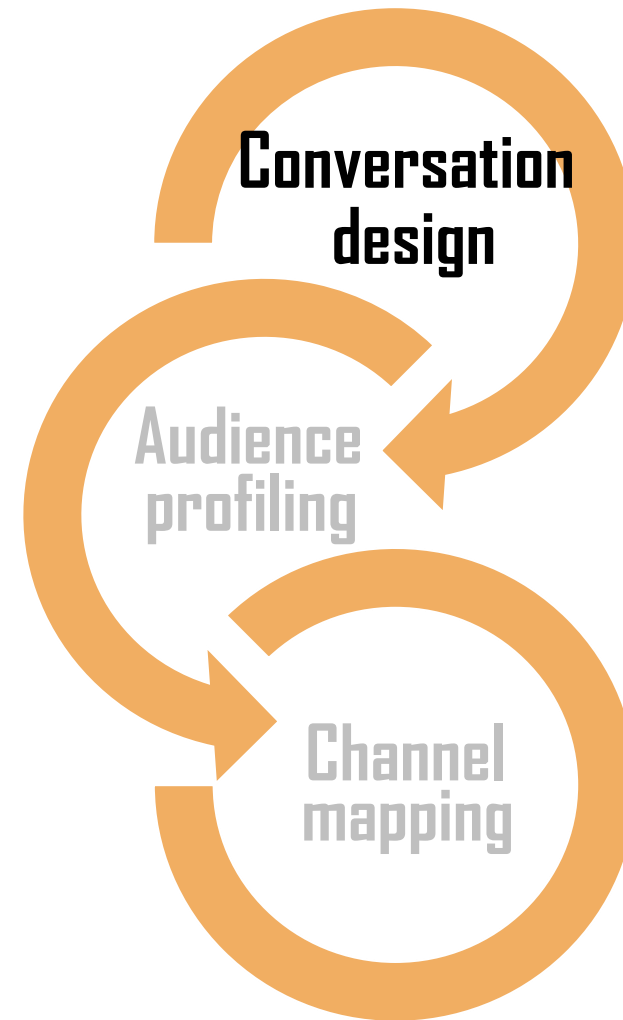


# THE ROADMAP FOR PERSONALIZATION



# THE ROADMAP FOR PERSONALIZATION

- Identify all forms of “conversations” (inbound and outbound) by category





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# CONVERSATION CATEGORIES

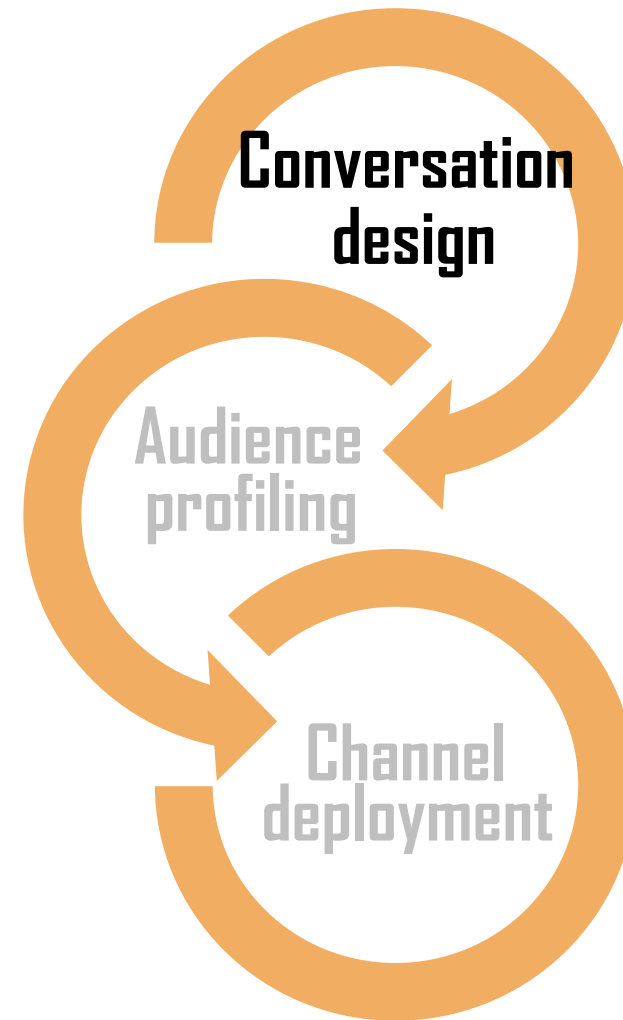
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- **Sales**
- **Informational**
- **Regulatory**
- **Onboarding/welcome**
- **Engagement**
- **Product/service use**
- **Advice**
- **Problem resolution**



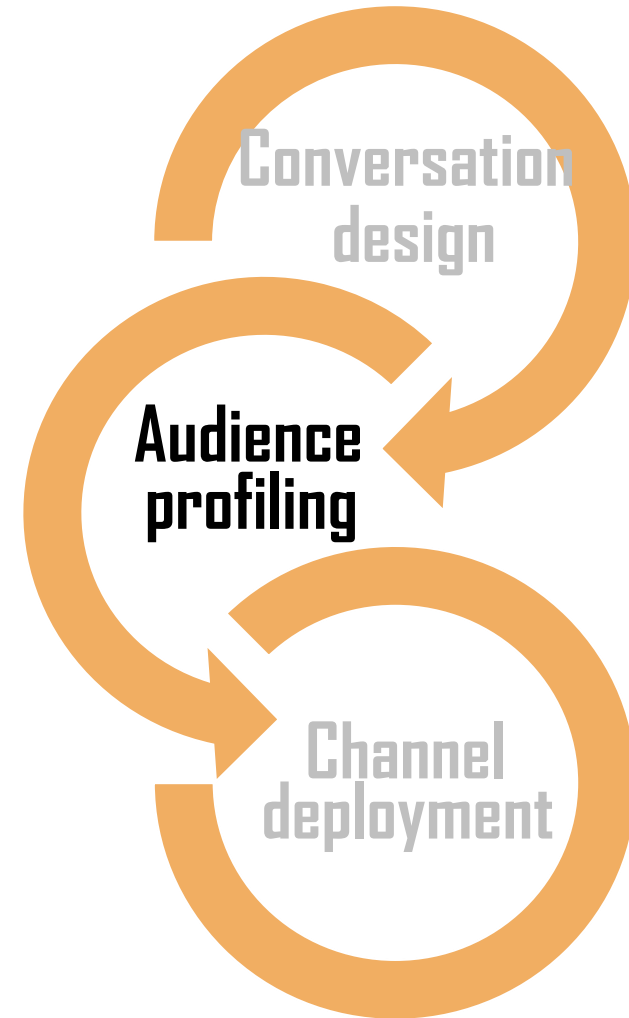
# THE ROADMAP FOR PERSONALIZATION

- Identify all forms of “conversations” (inbound and outbound) by category
- Determine how conversations could be personalized—content, tone, frequency, location
- Experiment with the design and deployment of personalized conversations



# THE ROADMAP FOR PERSONALIZATION

- Identify data elements needed to drive audience profiling





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# AUDIENCE PROFILING

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- **Demographics**
- **Credit score**
- **Transaction history**
- **Contact history**
- **Channel behavior**
- **Financial health/performance**
- **Product need and response propensity**
- **Social graph**
- **Relationship strength**



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# MOBILE BEHAVIOR TRAJECTORY

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**PLACE:** Where  
do people go?

**PERSISTENCY:**  
How often do  
they go there?

**PERIOD:** How  
long do they  
spend there?

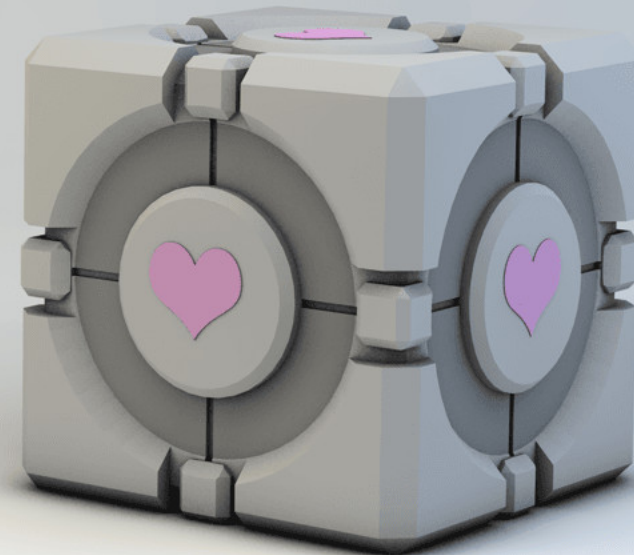
**PATH:** Where do  
they go from  
there?

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# MEASURING RELATIONSHIP STRENGTH

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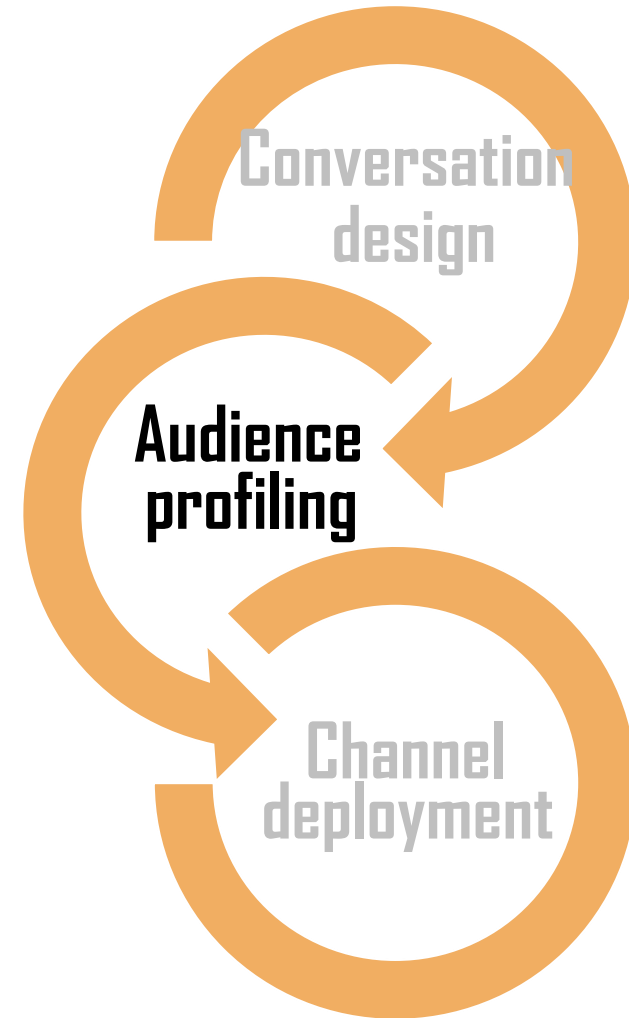
- Money movement/bill pay
- Product research
- Channel activity
- Alerts/PFM usage
- Advice engagement





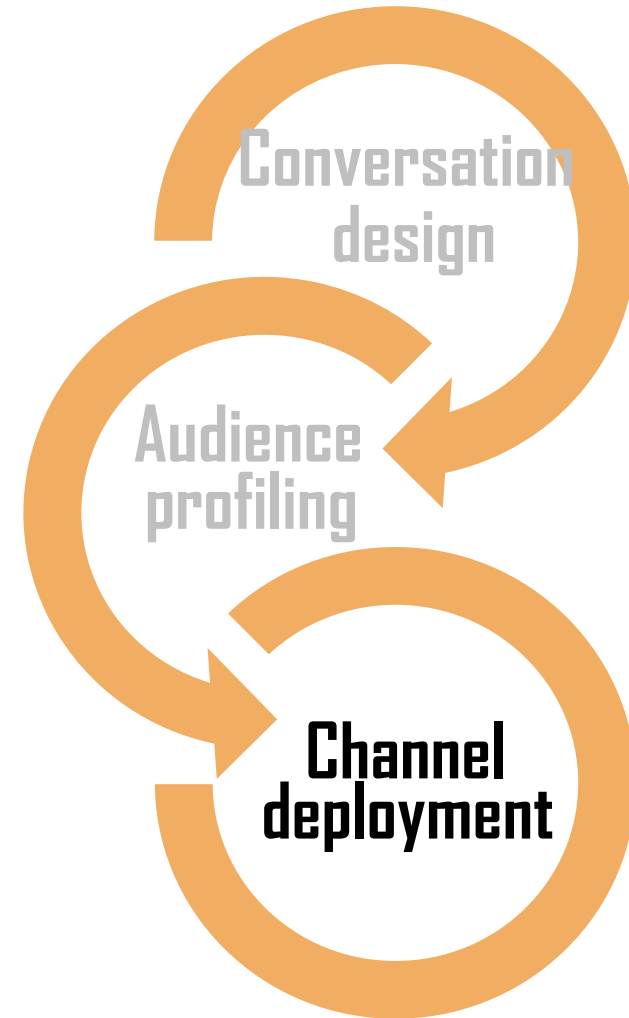
# THE ROADMAP FOR PERSONALIZATION

- Identify data elements needed to drive audience profiling
- Customize personalized content for different audience profiles
- Experiment with personalization by audience profile segments



# THE ROADMAP FOR PERSONALIZATION

- Map conversations to channels
- Determine channel execution capabilities
- Develop and execute channel integration plan



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# BALANCED SCORECARD

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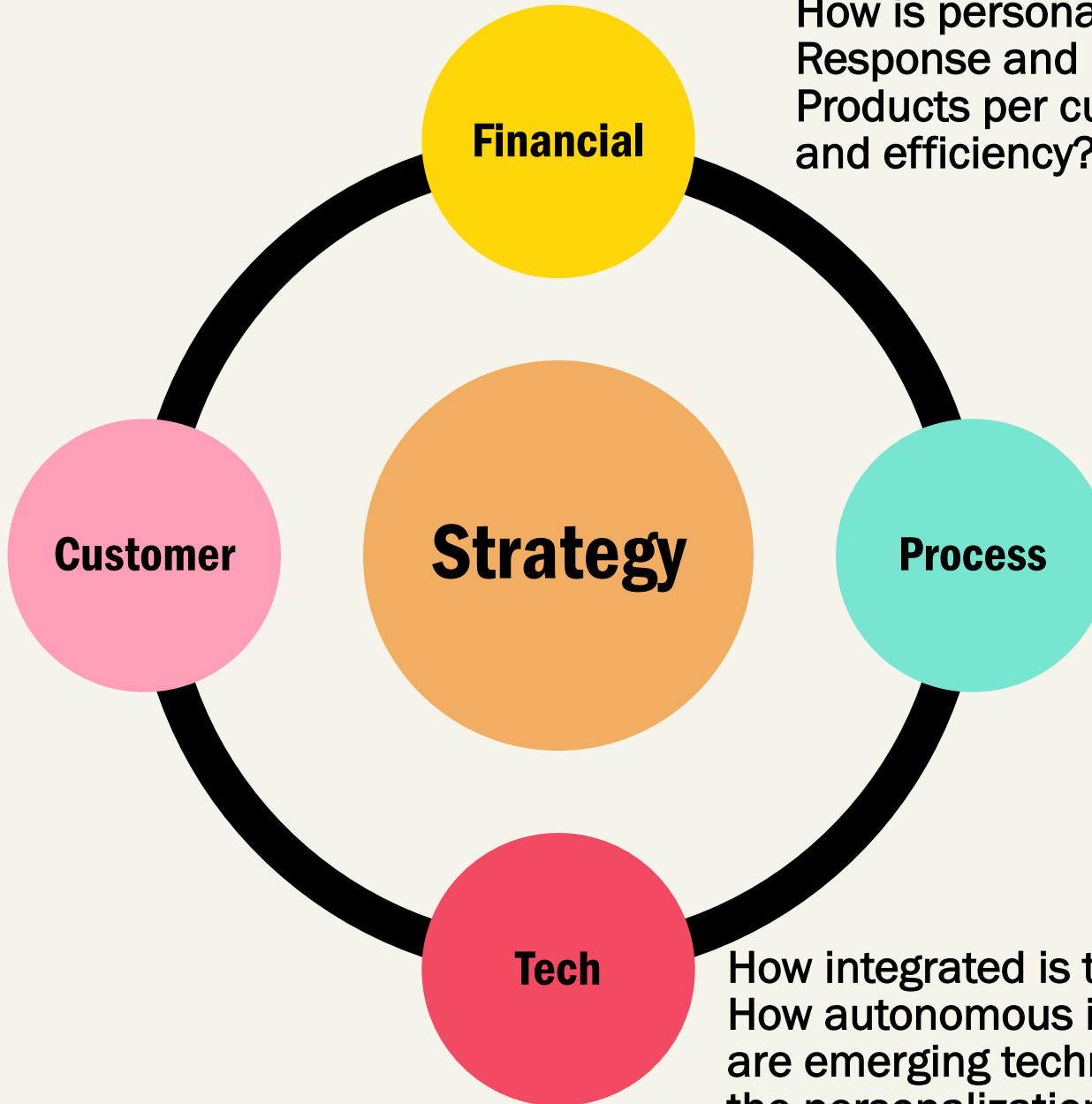


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# PERSONALIZATION SCORECARD

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How robust is the customer data model? How many data sources and systems have been integrated? How “omni-client” are we?



How is personalization impacting: Response and conversion rates? Products per customer? Effectiveness and efficiency? Engagement?

How many channels and conversations are personalized? How many are done in real-time? How sophisticated and diverse are campaigns?

How integrated is the MarTech stack? How autonomous is the platform? How are emerging technologies supporting the personalization strategy?

# PERSONALIZATION AND ARTIFICIAL INTELLIGENCE



**TESTING**



**PRIORITIZATION**



**TIMING**





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**VOICE TECHNOLOGIES WILL  
BECOME CRITICAL FOR  
PERSONALIZATION**

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# THE DOWNSIDES OF PERSONALIZATION

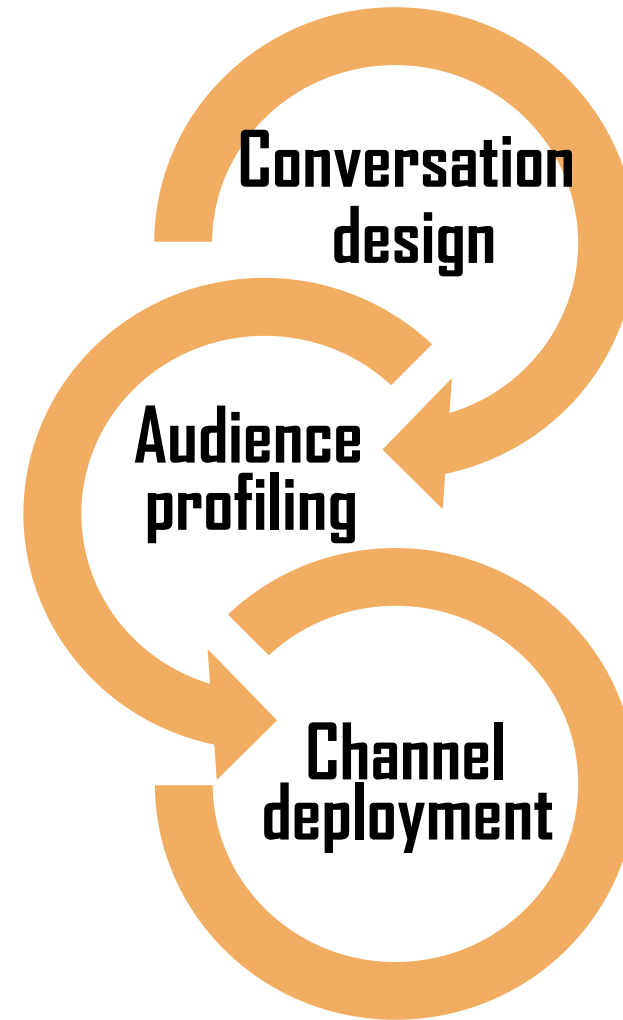
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- **Exploitation**
- **Manipulation**
- **Marginalization**
- **Injustice**
- **Narcissism**



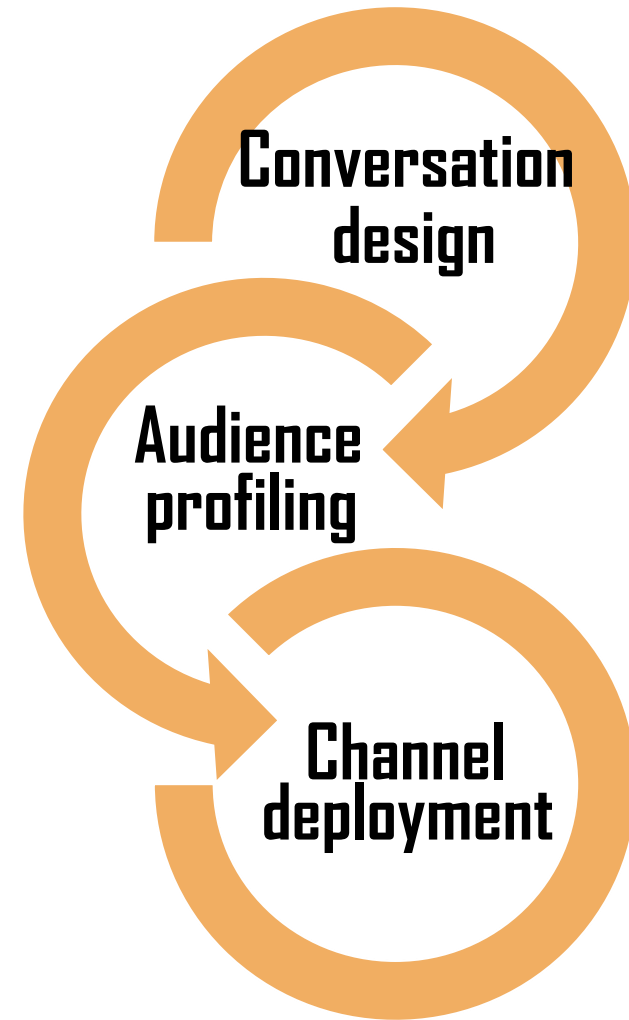
# THE ROADMAP FOR PERSONALIZATION

“Having **conversations** with customers tailored to each **channel** and the type of **relationship** they have with the company.”



# THE ROADMAP FOR PERSONALIZATION

- Personalization is hard and requires commitment—but can be done incrementally
- Personalization should reflect the nature of customers' relationships
- Personalization requires an economic compass





Soon to be  
released!

**CORNERSTONE**  
ADVISORS

## THE ROADMAP FOR PERSONALIZATION IN BANKING

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Cornerstone Advisors

COMMISSIONED BY



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