

Sefas

Hyper-personalisation

How to take personalised customer communications to the next level



How many times have you received an email that clearly wasn't aimed at or meant for you? For example, selling you car insurance when you don't even own a car?

It is estimated that around 50 per cent of all such emails are closed and deleted before they've even finished loading. At best, these messages are irritable and irrelevant – at worst, they are offensive.

With all the marketing tools available today, there really is no excuse for these scenarios. In fact, sending out emails filled with content that is irrelevant to individual consumers - and failing to address the recipient in the email - does nothing for a company's brand.

Enter personalisation. It's not new in communications in terms of promoting new offers, services or content that you want a target audience to read and respond to. Indeed, according to Experian, around **50 per cent of companies** believe that personalisation in campaigns can improve overall interaction and response.

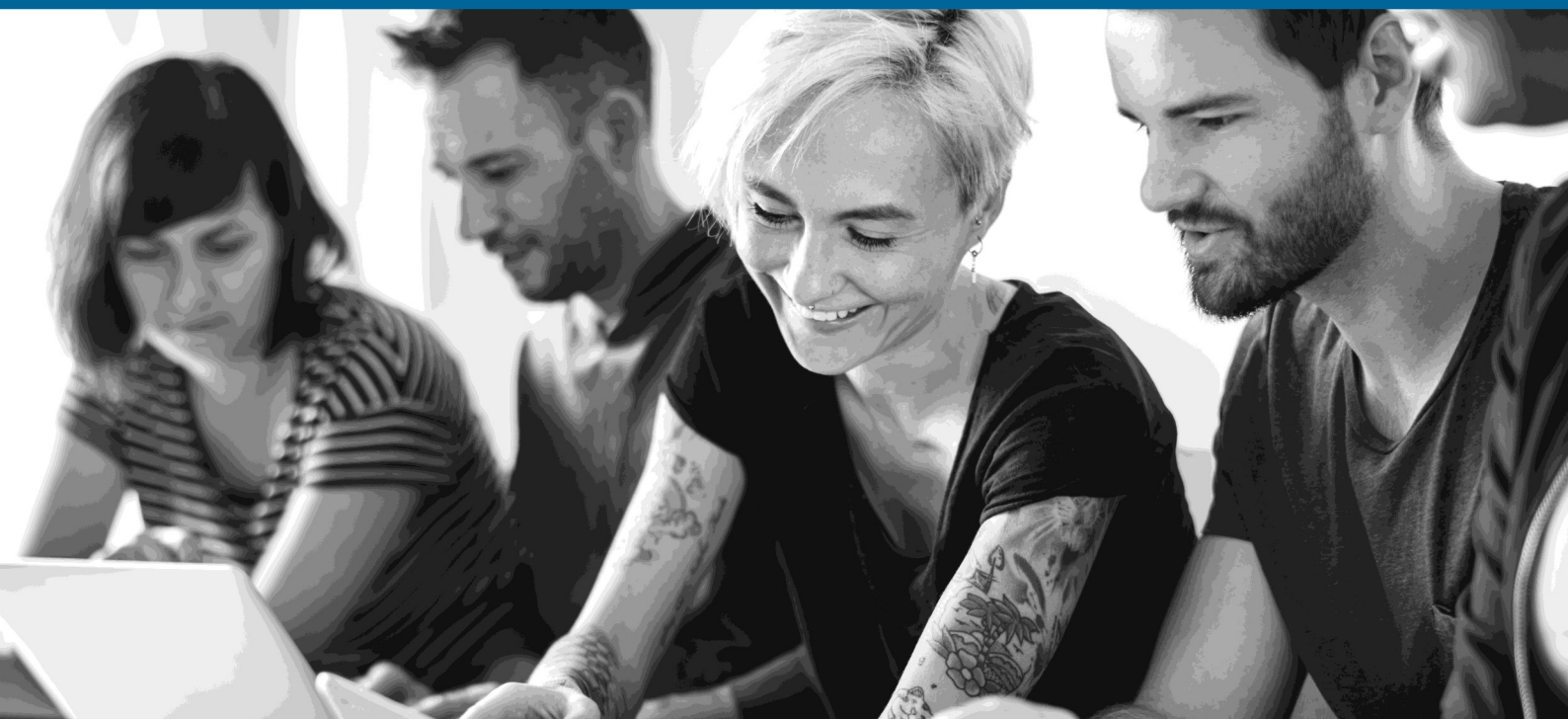
But today, with the advent of new approaches and technology, personalisation has been taken to the next level. We're now in the era of *hyper-personalisation*.

Evolution to **hyper-personalisation**

Email marketing is more popular than ever before, even in the light of new GDPR legislation. In order to stand out amongst the clutter in target audiences' inboxes, marketers must ensure their communications are niche, highly relevant and well targeted.

With new technologies allowing companies to understand audiences' needs better than ever before, utilising hyper-personalisation for marketing campaigns can help organisations rise above the cacophony.

Hyper-personalisation is about gaining a deep understanding of your audience, through detailed analysis of data, allowing you to address them as if you know them personally. You no longer need to be sending out emails to a broad demographic, determined by industry sector, age or type of product that has been searched before. With hyper-personalisation, you can focus on a very specific type of person in order to send them the content they want to see most, when they want to see it and how they want to see it.



Turbocharging **personalisation**

There isn't really a consensus on what hyper-personalisation is – but it is essentially a turbo-charged version of personalisation. Previously, in the personalised world, just inserting a customer's name into an email was enough. A hyper-personalised campaign uses browsing, purchasing and real-time behavioural data from multiple channels and touch-points to tailor content, product, and services for each recipient, often augmented by artificial intelligence to decipher traits and trends.

Ultimately, hyper-personalisation maximises the opportunities businesses have to tailor content that meets every customer's wants and needs.

As you might have guessed, gathering and analysing more data is the key to maximising those opportunities. In fact, [studies show](#) that personalised eCommerce and retail experiences result in higher revenue, fewer product returns and greater customer loyalty.

No wonder marketers are keen to enter '**hyper mode**' when it comes to personalisation.

Traditional personalisation involves profiling techniques to make assumptions about the user, based on certain traits, allowing companies to tailor messaging, products, or services. Through hyper-personalisation, brands can identify the subtle details about their customers that traditional personalisation and profiling might fail to capture - which in turn helps them provide highly targeted and personalised products, services, promotions and content.

Hyper-personalisation - hints and tips

Collect the right kind of data - and be careful what you do with it

With GDPR compliance here, be careful with customers' data and make sure best practice is followed when it comes to collection and consent.

Narrowly segment your audience

Try creating segments of people who consistently buy a certain product or always buy at the same time of year. You could target them with a message just before they are due to buy again.

Be aware that reach may be reduced

Narrow targeting can reduce the number of people likely to see your content and requires more effort. Remember that your reach will only be limited to those likely to actually engage with your brand. Those are the people you want!

Avoiding generic messaging

As personalisation increases, getting really specific with your messaging reminds audiences that it's all about them. When refining your messages, prioritise your customer's context.

Be surprising!

Audiences tend to be delighted when you offer them personalised content where they're not expecting it. So surprise them!



Delivering on **hyper-personalisation**

There's no doubt that hyper-personalisation is fast becoming the gold standard in marketing. It involves a laser-focus on bespoke context – customisation of the marketing message around who the user is as a person, what their lifestyle is like, what their interests are and what they are doing, often in real-time.

The question is: *how do businesses achieve this gold standard?*

The answer is simple: **getting better data and using data better.**

We live in a data-centric world. Businesses can aggregate customer data across multiple touch points and have unprecedented insight into their customers' behaviour, wants and needs.

But data is only valuable if it can be gathered and interpreted in the right way. Brands need to use sophisticated, data-driven marketing strategies to target consumers with relevant, engaging messages at opportune moments that are more likely to elicit conversion and interest.

And when it comes to data, businesses – such as banks and insurance companies - are sitting on a goldmine. They have access to billions of data points on their customers that could be leveraged to engage in a highly contextualised way.

The key to delivering a hyper-personalised communications experience lies in the supporting technology and its integration capabilities. For example, a Customer Communications Management (CCM) solution can pull data from anywhere within your existing data ecosystem to create highly-personalised, relevant, and timely cross-channel communications.

In this way, with real-time access to data, enterprises can really engage with their customers on a completely new level.

For example:

- Banks can deliver dynamic account statements that illustrate a customers' monthly spending habits using interactive charts and graphs—via their channel of choice.
- Insurance companies can upsell new products to their customers using mobile push notifications, with convenient pre-populated forms and e-signature capabilities for easy on-boarding.

Major **disruptors**

There is a complete transformational and disruptive approach being taken to Customer Experience (CX). For example, 'fintech' entrants to the financial sector, such as Zopa and Currency Cloud, are causing disruption because their digital customer experiences are compelling.

Likewise, tech giants such as PayPal, Google and Amazon, are looking to move into banking services because of the wealth of customer data they're using to build 'sticky' customer services.

So, when it comes to leveraging data to build customer loyalty, the possibilities of hyper-personalisation are endless.



The **hyper-personalisation** “mavericks”

Amazon

It's impossible to talk about personalisation without mentioning Amazon. As a brand, it has not only re-thought the customer experience but also fundamentally transformed the world of ecommerce. Its “frequently brought together” and “customers who bought this item also bought” prompts are founded on intelligent data and prompt and incentivise customers to spend more.

Netflix

We're all aware that Netflix makes recommendations based on what we've already watched – but did you know it also gives you personalised artwork for each TV show/ movie? The platform watches you closely and takes note of what kind of imagery entices you.

eBay

eBay's AI-based Sopot works like a digital shopping assistant – it uses machine learning and its graph database to make connections and help its users find product based on purchase intent.

Omni-channel interactions

People today are more tech-savvy and multi-connected, using a variety of devices and platforms to suit their needs. To outperform competitors, businesses have had to evaluate and evolve the interactions they offer via every channel, so they can move towards a more sophisticated, intuitive and hyper-personalised relationship with their customers.

The explosion of new channels has opened up new and exciting ways to engage with audiences and amplify brand messages. According to [McKinsey](#), more than half of all customer interactions happen during a multi-event, multi-channel journey.

In effect, customers are in control of their engagement with businesses from start to finish and, although they may be time-poor, they still want to make sure they're choosing the right brands.

They now expect real-time responses with minimal effort and access to relevant rewards and immersive experiences that have been personalised to the max.

Meeting the hyper-personalisation agenda

So, how well prepared are marketers to meet the hyper-personalisation agenda?

[Recent research revealed](#) that the majority of financial services organisations believe offering more highly individualised experiences to customers is a top-three priority.

However, there appears to be a gap between where their CX ambitions and their ability to make them a reality. We can only surmise that this gap is driven by reasons such as lack of co-ordinated usage (or availability) of appropriate technology, cultural barriers and / or GDPR-driven paranoia. It does provide an enormous opportunity for many.

What about GDPR?

Everyone is talking about GDPR and updating their privacy policies. As a result of the new regulation email marketing has been impacted in many ways.

Firstly, new consumer opt-in processes and rules must be in place in order to remain compliant. In addition, proof of consent storing systems must be developed, and there must also be a way for consumers to ask for their personal details to be removed from these storing systems.

When it comes to email marketing in light of GDPR, it is important to get legal advice in your hyper-personalisation efforts.

Setting the benchmark

There is no absolute benchmark for hyper-personalisation. Depending on your industry and financial bandwidth, one organisation's ability to hyper-personalise can differ from the next.

It's important to evaluate your personalisation campaigns as they stand today, the data that is or is not being used, and the opportunities your brand has to collect even more customer data (in line with GDPR, of course) and deliver targeted, highly-personalised messages.

From there, you'll be able to evolve your hyper-personalisation strategy and deliver the very best customer experiences — *which is precisely what today's demanding customers want.*

Hyper-personalisation - how *Sefas* can help:

Sefas helps organisations produce personalised, omni-channel communications to enhance their customers' experience.

Sefas Customer Communications Management (CCM) solutions are at the heart of business communication processes for the editing of dynamic document composition and production management solutions.

Sefas' Harmonie Communication Suite (HCS) is a solutions toolset for designing and managing customer communications across all delivery channels. HCS helps to make your communications personalised, attractive and engaging. Thanks to its responsive design, all content is tailored to the reading device for better visual impact and a greater likelihood of being read and clearly understood.

HCS provides the tools to create, enhance, preview, proof and approve your communications, allowing you to easily enhance the customer experience through every interaction: call centre, email, website, mobile, tablet and print.

For more information visit www.sefas.co.uk