



4 Personalization Examples That Impressed CX Experts

Making customer experiences more personalized is a top priority for CX professionals, and for good reason. The wide-cast benefits of personalizing experiences make it a no-brainer for leading brands: increased customer satisfaction and loyalty, stronger sales and revenue potential, and an improved image and reputation make it clear there's value in making it a big part of your overall experience strategy.

To provide a little inspiration, we've rounded up four real-world examples of personalization that have left a lasting impression on CX leaders.

1. Personalizing prescription pickup

Walgreens has done extensive research into the omnichannel customer experience and has found that their company's typical customer journey involves eight steps, with four crucial touchpoints including when customers come in the store, the navigation experience, the checkout experience, and when customers pick up or purchase items.

That's why the company decided to introduce a new initiative focused on one of these priority areas. To

“We’ve got to get those four touchpoints right because we know those are the ones that will drive people back to our store or pharmacy again, and those are the things where if we get those right, they will recommend us to a friend,” explains Tracey Brown, EVP and President of Walgreens Retail and Chief Customer Officer at Walgreens

improve the prescription pickup experience for customers, Walgreens rolled out in-store kiosks that allow customers to check in before they get their items. Once the customer checks in, an algorithm works in the background to automatically triage their need and send the appropriate data to the pharmacy counter in real time. That way, by the time customers arrive at the checkout counter, the pharmacist has everything they need to tailor the experience.

2. Going the extra mile with the in-flight experience

A leading international airline is personalizing experiences for frequent fliers by leveraging the company's digital loyalty program data on site at the airport. Flight attendants have access to the information and are able to personalize their greetings for frequent fliers as a way to demonstrate that the brand cares about their customer loyalty. They may also share a special offer with frequent flyers who aren't seated in first class, as an extra way to make them feel valued.

In addition, the flight crew takes the time to connect with travelers who may not have had the best experience on a previous flight to get feedback about their experience to share with leadership.

"It's the melding together of the human with the digital that I think is most impressive," explains Fred Reichheld, co-founder of the Net Promoter System (NPS) and an Advisory Partner at Bain

3. Leveraging frontline employees

Before brands had access to the technology that exists today, true customer experience pioneers personalized every interaction by getting to know their customers through human-to-human interactions. The founder of Walgreens, Charles Walgreen, famously would chat with customers over the phone on a 1:1 level to build relationships over time, and that's still possible today for frontline staff.

Walgreens maximizes human interactions between employees and customers to improve personalization by democratizing individual team member knowledge about customers across the organization at scale, so that anyone can provide an intimate, personal interaction.

This is an approach Reichheld says can be highly effective. He recommends getting started where customer-facing employees see the most opportunity.

"The secret sauce for us is unlocking that human touch at the front line when the customer or patient is there interacting with our team," says Brown.

Walgreens uses Medallia's employee crowdsourcing platform to gather these kinds of insights by asking questions like, "What's getting in the way of adding value for our customers?" The team is "overflowing" with ideas straight from the front line that the corporate team is prioritizing, says Brown.

How was your prescription refill experience?

Survey Scores

Healthcare

Likelihood to Recommend



Medical Helpfulness



Timely Assistance



4. Boosting personalization efforts with AI

AI-powered tools like Medallia's Text Analytics and Speech Analytics can be incredibly powerful in listening in to customer conversations with your brand — across social, email, phone, video, SMS, in-app, and live chat — at scale.

Reichheld recommends using AI to find out what referring customers are saying about your company, and using these insights to personalize customer experiences, marketing outreach, advertising, and content based on what high-value customers appreciate about your products, services, and brand.

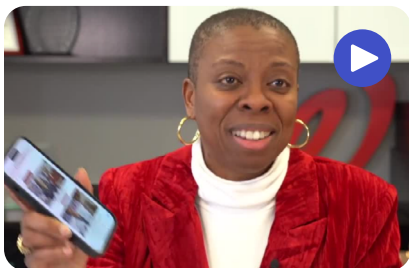
“The best way to understand how you’re being relevant to your customers is by listening to them when they’re telling other customers about you,” he explains.

Organizations can use these insights to train generative AI to build new content based on the emotions, sentiments, and themes that come up in conversations among your brand's promoters. “That’s a very powerful opportunity for generative AI,” says Reichheld.

Want more inspiration?

Personalization's impact is clear, but few brands are taking full advantage of it. Only 24% of CX practitioners rate their personalization capabilities as advanced and only 26% of consumers rate the level of personalization of their last interaction with a brand as advanced, according to two recent Medallia studies.

For more insights, check out:



Webinar: Boosting CX Impact Through Personalization, Featuring Walgreens and Fred Reichheld



Report: 2024 State of CX Personalization

About Medallia

Medallia is the pioneer and market leader in customer, employee, citizen, and patient experience. Medallia Experience Cloud captures billions of experience signals across interactions including all voice, video, digital, IoT, social media, and corporate-messaging tools. Medallia uses proprietary artificial intelligence and machine learning technology to automatically reveal predictive insights that drive powerful business actions and outcomes. For more information visit www.medallia.com.

Follow us: [in medallia](#) [RSS blog.medallia.com](#) [X @Medallia](#)