

The Art of Crafting Personalized Experiences



Loyalty Member

PAINTING THE PORTRAIT OF A CX PROFESSIONAL

Personalization is a CX movement being influenced by consumer culture. Brands must captivate their audience and create an emotional connection to increase loyalty, or risk not even getting a second glance. As organizations paint their vision, experience professionals are the ones designing a strategy and crafting their masterpiece while utilizing various styles, techniques, and tools.



Suggested Action:
Send rewards reminder email

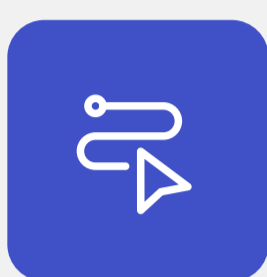
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To understand their key challenges and opportunities, Medallia and the Customer Experience Professionals Association™ (CXPA) dug into this intriguing subject from the practitioner point of view with the [2024 State of CX Personalization Report](#). Here are some key highlights:

Top priorities in 2024



Making customer experiences more personalized



Operational process improvement and automation



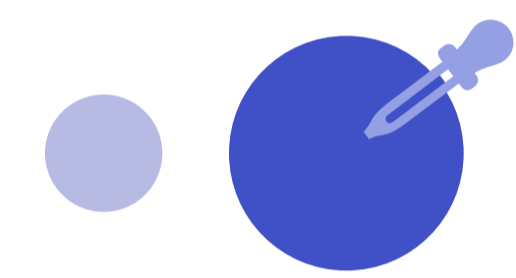
Employee enablement and productivity



say personalization is a top priority because of clear benefits and ROI



believe their competitors are outpacing them in personalizing experiences



Those who rate their brand's personalization capabilities the highest are 2x as likely to achieve major revenue growth

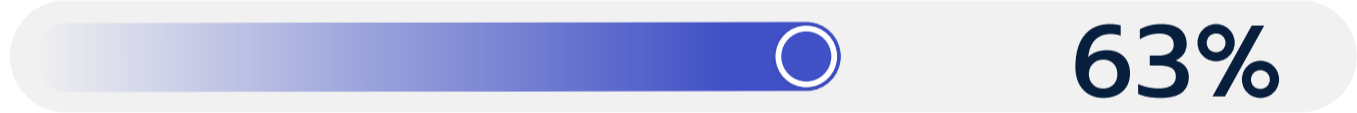


rate their personalization capabilities as highly personalized

Personalization capabilities brands have today



Proactive customer feedback requests



Content and recommendations



Personas / segmentation profiles



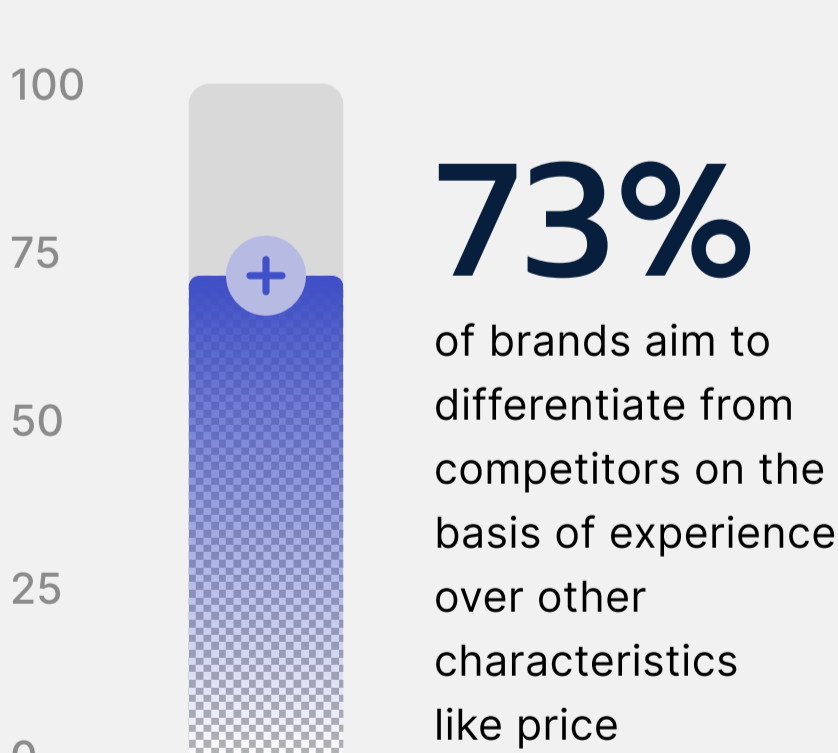
Experience orchestration



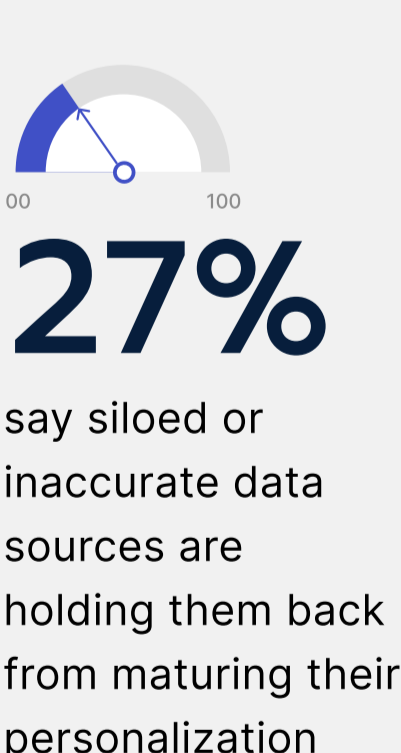
Automated marketing / closed loop communications



Rewards and recognition



of brands aim to differentiate from competitors on the basis of experience over other characteristics like price



say siloed or inaccurate data sources are holding them back from maturing their personalization capabilities

More than 1 in 4 say data analysis quality issues hold them back from maturing their personalization capabilities



Interestingly, the top AI use cases organizations are pursuing are:



Improving quality of data analysis



Accelerating speed of data analysis