

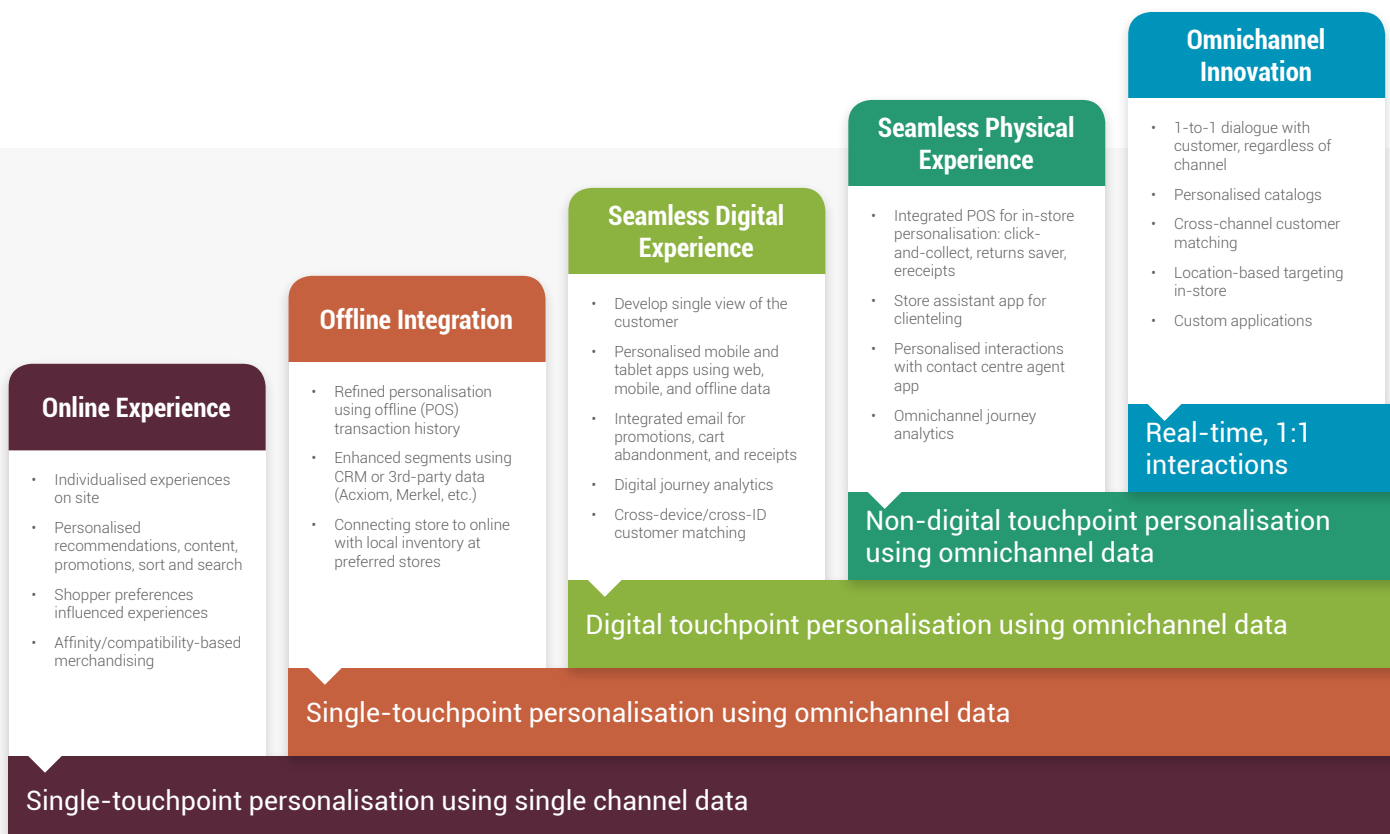
THE OMNICHANNEL PERSONALISATION MATURITY MODEL™

The cornerstone to omnichannel success is the ability to deliver relevant, personalised experiences across every consumer touchpoint. The key to doing this is data organisation—synthesising customer data from different applications and channels to create a comprehensive profile of each individual consumer (omnichannel data), and utilizing this data to invoke inspiring experiences across multiple channels (omnichannel touchpoints).

The Omnichannel Personalisation Maturity Model™ provides a strategic roadmap for building the capabilities and technology you need to create one-to-one relationships with your customers across any channel.

Based on your current stage in the Omnichannel Personalisation Maturity Model, we work with you to define a structured roadmap that helps you:

1. Align personalisation with strategic marketing or merchandising objectives
2. Identify areas to optimise impact on business objectives
3. Prove the business case for personalisation
4. Optimise continuously to achieve rich, cross-channel, connected customer experiences



THE OMNICHANNEL PERSONALIZATION MATURITY MODEL™

LEVEL 1: ONLINE EXPERIENCE

This first level focuses on a single digital touchpoint (desktop or mobile web) by personalising search results, search bar, product category list, add-to-basket and checkout pages, in addition to automating algorithm selection for product/content on home and product detail pages.

- ▶ **Value for your organisation:** Increased average order value, engagement and conversion, as well as elimination of the time-intensive labour associated with manual merchandising and marketing.
- ▶ **Value for your customers:** Enhanced product discovery.

LEVEL 2: OFFLINE INTEGRATION

Organisations at the second stage leverage omnichannel/offline sales and segment data to improve online experience and performance on a single touchpoint. Including data from multiple sources gives brands and retailers a better view of both individual customers and group behaviours.

- ▶ **Value for your organisation:** Increased personalisation performance with better view of shoppers' behaviours; enhanced targeting.
- ▶ **Value for your customers:** More relevant experience for those shoppers who prefer shopping both online and offline.

LEVEL 3: SEAMLESS DIGITAL EXPERIENCE

In this stage, organisations begin reaching out to customers through multiple digital channels (not just a single touchpoint) by tapping into omnichannel data for all digital touchpoints—desktop web, mobile web, mobile apps and email. They now have the ability to deliver touchpoint-specific experiences.

- ▶ **Value for your organisation:** Coordinated experiences across different touchpoints that may span multiple teams.
- ▶ **Value for your customers:** Consistent and cohesive experience irrespective of device or location.

SAMPLE OMNICHANNEL PERSONALISATION ROADMAP

We work with clients from many industries—from B2B to B2C, from apparel to travel. Our processes and best practices have taken years to develop and have been proven across many organisations. We are passionate about about partnering with organisations to help them realize the promise of personalisation.

Here is a sample roadmap developed for one of our customers:

LEVEL 4: SEAMLESS PHYSICAL EXPERIENCE

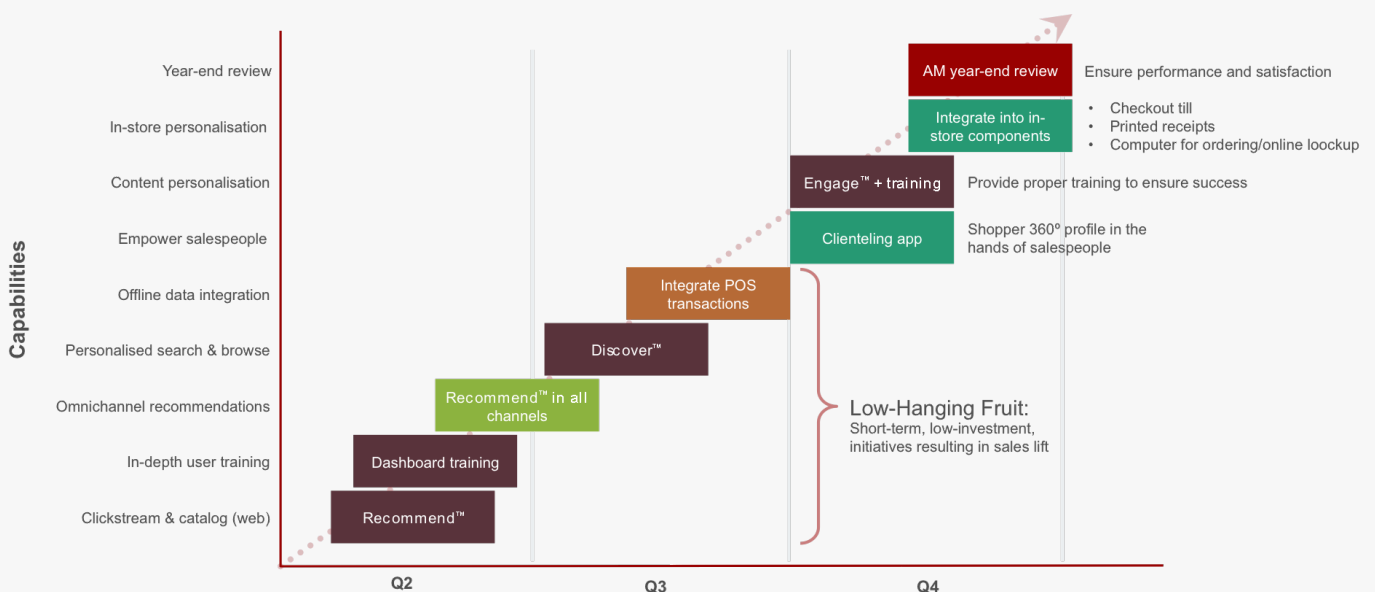
This level presents opportunities to bring personalisation into the store and contact centre. Salespeople and contact centre agents can deliver personalised experiences at scale.

- ▶ **Value for your organisation:**
Reduces friction between customer and salesperson or agent teams, resulting in a new and meaningful impact on sales.
- ▶ **Value for your customers:**
Avail services that tie high tech with high touch, making store visits and call-centre experiences worthwhile.

LEVEL 5: OMNICHANNEL INNOVATION

At this level, retailers and brands execute rapid test-and-learn methodologies unique to their brands, leveraging an extensible personalisation platform to develop, test and deploy these experiences.

- ▶ **Value for your organisation:**
Differentiate from competitors by offering brand experiences that are relevant to individual shoppers.
- ▶ **Value for your customers:**
Enjoy inspiring and engaging experiences that are tailored for their individual needs.



HOW MATURE IS YOUR ORGANISATION'S PERSONALISATION?

If you are curious about where your organisation fits on the Omnichannel Personalisation Maturity Model, take our initial assessment below. Under the ENABLED column, tick the use cases that are already enabled across your existing touchpoints by marking the touchpoint they are implemented on (e.g. dot com, m-dot com, mobile apps). Next, under the PRIORITY column, for those use cases that are not yet enabled, gauge priority as 1 to 5 (1 being low priority and 5 being critical and urgent) based on value, effort, shopper needs and competitive state.

LEVEL	USE CASE				PRIORITY
		.com	m.com	app	
1: Online Experience Single-touchpoint personalisation using single-channel data	Personalised recommendations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Personalised content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Personalised promotions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Personalised browse page/category sort	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Personalised search page/search sort	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Personalised type-ahead terms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Personalised recommendations in search bar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Customer preferences: likes, dislikes, favorites	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Affinity/compatibility-based merchandising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Understand customer needs & expectations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Evaluate content and the path to purchase	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2: Offline Integration Single-touchpoint personalisation using omnichannel data	POS transactions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	CRM or 3rd-party segmentation data	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Store inventory	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Customer preferences: preferred store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Stakeholder engagement to align all parties across departments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Understand the dynamics of in-store pain-points	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3: Seamless Digital Experience Digital touchpoint personalisation using omnichannel data	Shopper mobile/tablet app	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Singular user profiles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	ESP integration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Customer matching: cross-property/device	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Understand how nuances influence performance and brand perception	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Touchpoint analysis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4: Seamless Physical Experience Non-digital touchpoint personalisation using omnichannel data	Clienteling/salesperson app	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	POS integration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Ereceipts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Click-and-collect	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Personalised email to drive in-store traffic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Contact centre agent app	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Store catalogs feed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Beyond price: what drives customer loyalty?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	What are the omnichannel needs and opportunities?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
5: Omnichannel Innovation Real-time, 1:1 interactions	Personalised catalogs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Personal shopper in-store and online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Customer matching: online/offline	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Beacon integration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Understanding the relationship	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Engage in customer-centric prototype design	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Ready to get started?

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