

# 6 STEPS TO MODERNIZE YOUR CONSUMER EXPERIENCES

Aberdeen's research shows that the number one challenge influencing consumer firms today is the ability to keep up with and address unique shopper needs. Top-performing brands that deliver iconic shopper experiences and enjoy fierce consumer loyalty do so through hyper-personalization of their activities. Hyper-personalization refers to consumer firms customizing all activities across the consumer lifecycle – including products. Below are six steps companies should consider taking to hyper-personalize their shoppers' experiences; Find the ones you're missing and make it a priority to implement them into your activities.

- ❑ Enable consumers to customize products (e.g., change color, size, material) to tailor them to their unique tastes and needs.
- ❑ Provide shoppers with visually engaging tools (e.g., augmented reality, interactive content and immersive video) to make their experiences effortless. The process to acquire a customized product must be truly convenient.
- ❑ Segment consumers based on their unique criteria (e.g., previous spend and demographics) to target them with tailored recommendations when evaluating and purchasing products.
- ❑ Deliver consumer interactions across all channels in a truly omni-channel manner. This means that they are consistent and personalized, regardless of the channel shoppers use to interact with your brand.
- ❑ Map shopper journeys by analyzing consumer behavior. Leverage visibility into the consumer journey to provide shoppers with tailored product recommendations and continuity of conversations across all channels.
- ❑ Regularly capture and analyze consumer feedback to determine how the product customization process aligns with buyer needs. Use the resulting insights to maintain activities that delight shoppers, and eliminate inefficiencies that result in poor shopper experiences.