

In Savant's third digital roundtable the conversation was about customer data. The participants representing major retailers and brands in the clothing, electronics, toy, and food industries shared insights into the challenges in organising, segmenting and storing customer data.

As a start into the discussion the participants shared their insights and views on the parts of the customer journey where personalisation has the best impact, with everybody agreeing that everything that can be personalised should be personalised. A participant from a major clothing company introduced their strategy for automatising the process to acquire new customers or provide existing customers with relevant information.

Product recommendations, newsletters, site content and emails are the main areas where personalisation has a strong impact and the participants pointed out the need to have a coherent and thorough strategy in place to ensure a smooth journey for the customer.

The challenges discussed include data management with Silo's still being a major issue, tracking consent and having the resources and talents to really be as effective as possible.

Participants representing small to midsize companies suffer from a lack of resources to drive personalisation forward, but they have learned to see beyond personalisation as a project and see positive developments in keeping up with the major players.

The participants agreed that mobile offers the most opportunities which personalisation can positively affect, but that there is still a lot of untapped potential in personalisation in getting people hooked.

# ROUNDTABLE 3 PERSONALISATION