

The Challenges of Personalization

Many haven't fully realized the technology's potential just yet

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Rimma Kats

For most marketers, personalization is essential to delivering a good customer experience.

In fact, more than nine in 10 US senior decision-makers surveyed by customer experience agency [Verndale](#) from November 2017 to January 2018 said so.

Still, many (84%) also agreed that the technology's potential has not been fully realized just yet.

What's more, 91% acknowledged that their company needs to improve upon its personalization capabilities. And more than half said their organization "often fails to deliver the personalization ... customers crave."

Importance of Customer Experience (CX) Personalization for Select Business Goals According to US Senior Decision-Makers, Jan 2018

% of respondents

	1	2	3	4	5	6
1 Crucially important						
2 Very important						
3 Somewhat important						
4 Not very important						
5 Not important at all						
6 Don't know						
Improving customer satisfaction	55%	32%	14%	1%	0%	0%
Improving customer retention	51%	36%	11%	3%	0%	0%
Increasing sales	42%	45%	13%	2%	0%	0%
Increasing revenues	38%	42%	20%	1%	0%	0%
Attracting new customers	35%	30%	28%	7%	1%	1%
Improving employee engagement	29%	40%	23%	8%	1%	0%
Reducing costs	18%	29%	30%	14%	10%	0%

Note: n=200; read as 55% of respondents say CX personalization is crucially important to improving customer satisfaction, and 38% of respondents say CX personalization is crucially important to increasing revenues; numbers may not add up to 100% due to rounding
Source: Vermdale, "Customer experience (CX) journey research," Feb 20, 2018

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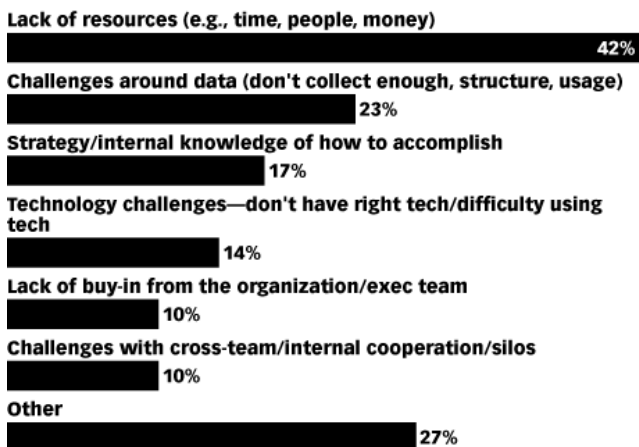
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But respondents were aware of which areas they need to improve on. Which is good, since a personalization failure can **certainly be costly**.

More than four in 10 said they need more real-time data and insights, and almost as many felt they need to gather more customer data. Investing in more advanced technology, like artificial intelligence (AI) and machine learning, and improving web content management were other key areas of focus.

Leading Barriers to Achieving Their Company's Personalization Goals According to UK and US Marketers, April 2017

% of respondents



Source: Sailthru, "Decoding Personalization," Oct 16, 2017

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Separate data from Sailthru mirrors this sentiment—to achieve personalization, marketers need resources. Among the many challenges mentioned in the firm's survey, a plurality of UK and US marketers—roughly four in 10—said one of the leading barriers to meeting their goals was a lack of resources, such as time, people and money.