

FROM CHAOS TO CLARITY: FINDING HARMONY BETWEEN PERSONALISATION AND SIMPLICITY IN CX DESIGN

BALANCING PERSONALIZATION AND SIMPLICITY IN CUSTOMER EXPERIENCE

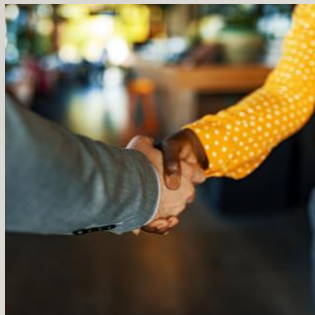
CX SUMMIT 2025

ATHENS

WHY HYPER-PERSONALISATION?

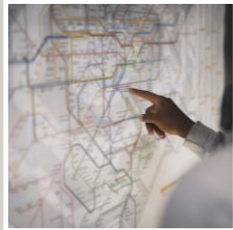


Enhance the Customer Experience



Build Customer Loyalty

PERSONALISING KEY MOMENTS



Identifying Key Moments

Understanding the customer journey allows businesses to identify critical moments where personalisation can enhance experience and engagement.



Onboarding Experience

Personalisation during onboarding can help new customers feel welcomed and engaged, setting the tone for their journey.



Purchase Personalisation

Delivering personalised experiences at the point of purchase enhances customer satisfaction and fosters loyalty.

>80%

...OF AI PROJECTS FAIL, A RATE TWICE AS
HIGH AS FOR NON-AI IT PROJECTS

(RAND CORPORATION)

WHY DO THEY FAIL?

- Misalignment of Objectives (Company / Customer)
- Insufficient Data Quality or Quantity
- Overemphasis on Technology over Practicality
- Inadequate Infrastructure
- Application to Overly Complex Problems

WHY ARE THESE FAILURES AN ISSUE FOR HYPER-PERSONALISATION

Hyper-personalisation leverages AI and data analytics to deliver highly customised experiences, and the factors contributing to the high failure rates of AI projects often directly impact hyper-personalisation efforts.

FIRST TAKEAWAYS

- Clearly define **objectives** and align them with **customer and business priorities**
- Prioritise data management practices to ensure the availability of **accurate** and **actionable data**
- Balance technological ambition with **practical feasibility** and **user-centred** design
- Build or invest in **infrastructure** that supports scalability and demands of hyper-personalisation
- Start with **manageable use cases** and scale efforts based on success

THE DANGERS OF HYPER-PERSONALISATION



THE “TARGET” INCIDENT



- Occurred in 2010 in Minneapolis
- Father complained to Target
- Surprise Revelation
- Teenage daughter received coupons for cribs and baby clothes
- Target identified her pregnancy before her family knew



HOW DID TARGET KNOW?



- Shopper ID Tracking
- Analyzed purchase history
- Pregnancy Prediction Score
- Used 25 products to assign probability of pregnancy
- Examples: unscented lotion, vitamins
- Timing the Coupons
- Predicted due dates
- Tailored offers to pregnancy stages

NOT ALL CASES ARE INNOCUOUS

Mother says son killed himself because of Daenerys Targaryen AI chatbot in new lawsuit

14-year-old Sewell Setzer III became obsessed with the chatbot that "abused and preyed" on the boy, according to his mother who is suing the company behind the tech.

By Mickey Carroll, science and technology reporter
🕒 Friday 25 October 2024 08:55, UK

An autistic teen's parents say Character.AI said it was OK to kill them. They're suing to take down the app



By Clare Duffy, CNN
🕒 5 minute read · Updated 8:00 AM EST, Tue December 10, 2024

Character.AI markets its technology as “personalized AI for every moment of your day” and allows users to chat with a variety of AI bots, including some created by other users or that users can customize for themselves.

THE ETHICAL DEBATE



- Customer Privacy Concerns
 - Should companies predict personal information without consent?
 - GDPR and other privacy legislation
- Balancing Business and Ethics
 - Transparency is crucial
 - Responsible use of analytics is essential

THE BROADER IMPACT



- Industry Adoption
 - Predictive analytics is now widespread in retail
 - Used for personalized marketing
- Enhanced Experiences
 - Helps tailor offers
 - Improves customer satisfaction
 - **Must be done responsibly**
- Lessons Learned
 - **Importance of balancing innovation with ethics**

MISUSING DATA CAN AFFECT CUSTOMER LOYALTY

71%

...OF CONSUMERS WOULD STOP DOING BUSINESS WITH A COMPANY IF IT MISHANDLED SENSITIVE DATA.

(MCKINSEY)

68%

...OF CONSUMERS WORLDWIDE ARE EITHER SOMEWHAT OR VERY CONCERNED ABOUT THEIR ONLINE PRIVACY

(INTERNATIONAL ASSOCIATION OF PRIVACY PROFESSIONALS)

TAKE AWAY 1

BALANCE PERSONALISATION WITH SIMPLICITY



Hyper-personalization can enhance customer experiences when done responsibly but achieving simplicity in design while utilising advanced analytics is crucial to avoid overwhelming complexity.

TAKE AWAY 2

BALANCE INNOVATION WITH ETHICS



The Target incident illustrates the power of predictive analytics and the ethical implications of hyper-personalization, emphasizing the importance of balancing business goals with consumer privacy concerns.

TAKE AWAY 3

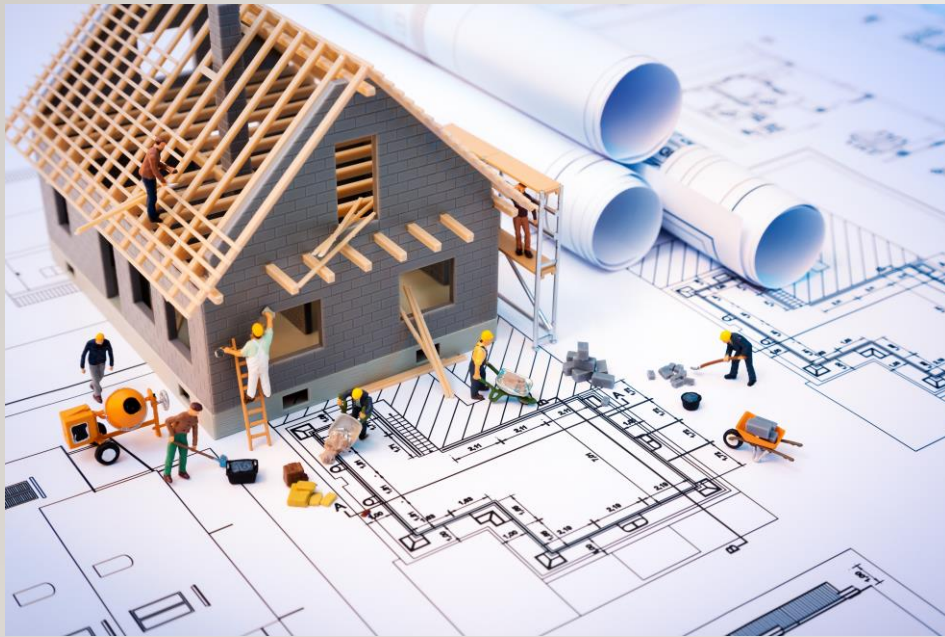
AVOID AI PROJECT PITFALLS



Over 80% of AI projects fail due to factors like misaligned objectives, poor data quality, impractical ambitions, inadequate infrastructure, and over-complex applications — issues that directly impact hyper-personalization initiatives.

TAKE AWAY 4

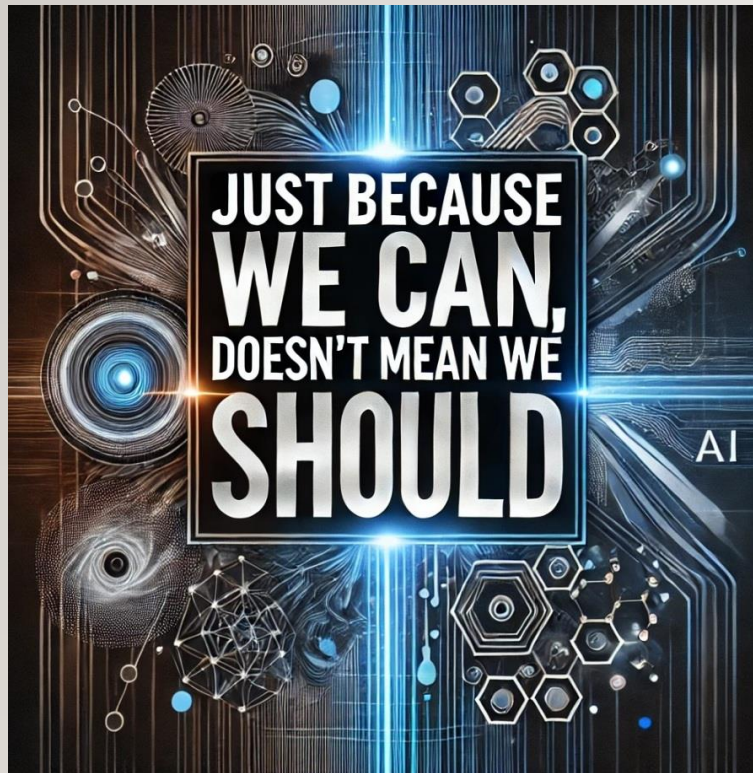
DATA-DRIVEN STRATEGIES



Success in hyper-personalization requires clear alignment of objectives, strong data management, practical and user-centred design, scalable infrastructure, and starting with manageable use cases

TAKE AWAY 5

ETHICS AND TRUST ARE KEY



Misuse of data can damage customer loyalty, with 71% of consumers willing to stop business with companies that mishandle sensitive information. Transparency, ethical analytics use, and respecting customer privacy are critical for maintaining trust.

AND ABOVE ALL....



Make sure your solution works as intended

Test! Test! Test!..... And Test Again!

Questions?

