

PUT YOUR TRUST IN HYPER-RELEVANCE



73% OF CEOS acknowledge the need for products, services and experiences that are more meaningful to their customers. What's driving their interest in "hyper-relevance"? Changing customer expectations, of course.



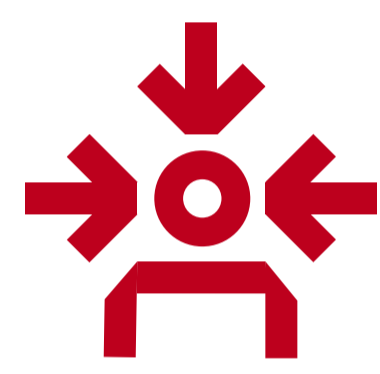
36% OF ITALIAN CUSTOMERS who abandon business relationships do so because personalization is lacking.



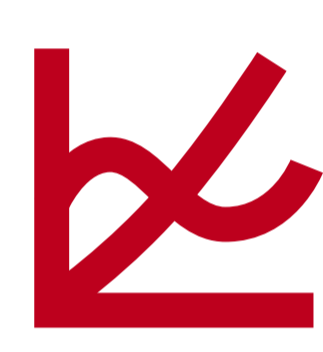
37% OF ITALIAN CONSUMERS already expect specialized treatment for being a good customer.



HELLO, HYPER-RELEVANCE



Personalization—which is designed around relatively "constant" aspects of an Italian consumer's life such as buying patterns or demographics—has its limits. As customer expectations evolve, so must the experiences that companies deliver.



Hyper-relevance allows companies to keep pace with the "non-constants" and changing circumstances of consumers' lives. Whereas the value of personalization plateaus over time, the value of investments in hyper-relevant experiences continues to grow.

THESE DIGITAL TECHNOLOGIES CONTRIBUTE TO HYPER-RELEVANCE:



Artificial Intelligence



Predictive Analytics



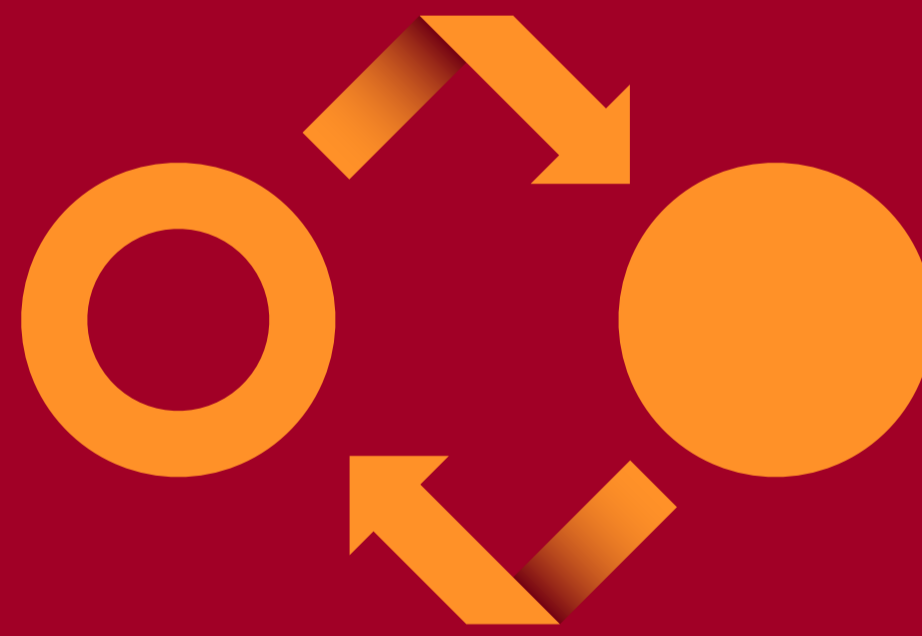
Digital Assistants

45% OF ITALIAN CONSUMERS use a digital assistant



TWO SIDES OF THE RELEVANCE COIN

Hyper-relevance and trust are intertwined. Nearly a quarter of Italian consumers expect the companies with which they engage to know more about them. Globally, two-thirds of consumers are willing to share personal information. But only if they get something in return. And only if their data is secure.



82% OF ITALIAN CONSUMERS believe it's important for companies to safeguard data privacy.



67% OF ITALIAN CONSUMERS find not being able to trust a company with personal information a top source of frustration.



CAPTURING THE VALUE OF HYPER-RELEVANCE REQUIRES THREE THINGS:

- 01 Look beyond the traditional customer journey.** Identify and prioritize areas where hyper-relevance can deliver added—and unexpected—value.
- 02 Rethink data.** Predictive analytics, AI, machine learning and digital assistants bring a new level of understanding.
- 03 Earn trust continuously.** The trust consumers place in companies is as critical as the data itself. Sustain it with rigorous processes and governance models.