

WINNING IN THE AGE OF PERSONALIZATION

A Global Study by Mindtree



Today's customers are impatient and demanding. But a new study by Mindtree indicates they are also optimistic. This study reveals that customers around the world believe they will reach their "ideal" mix of online vs. offline commerce within 3 years.

ARE COMPANIES READY TO SATISFY THIS OPTIMISM? THAT DEPENDS IF YOU SHARE THEIR OPTIMISM.



58%

of global decision-makers surveyed believe they are pioneers in adopting or investing in digital technologies.

OPTIMIST

This shows that most companies are in transformation mode, seeking to serve customers rather than just selling to them. And they are no longer waiting for a clear leader to follow.



PESSIMIST

The survey also found a mismatch between what consumers want from online channels vs. what companies are investing in. A large percentage could be investing improperly.

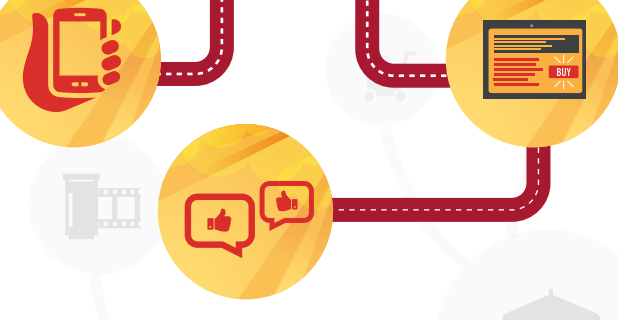


74%

of customers believe personalized promotions would encourage them to purchase relevant products they've never purchased before.

OPTIMIST

Personalization presents clear opportunities for cross-selling and up-selling.



PESSIMIST

Only 22%

of customers today see personalization as a website/app feature that improves their online purchasing experience, so they don't fully understand the value.



92%

of companies believe personalized promotions will lead shoppers to buy relevant products they've never purchased before.

OPTIMIST

Companies and customers see eye-to-eye on this matter.

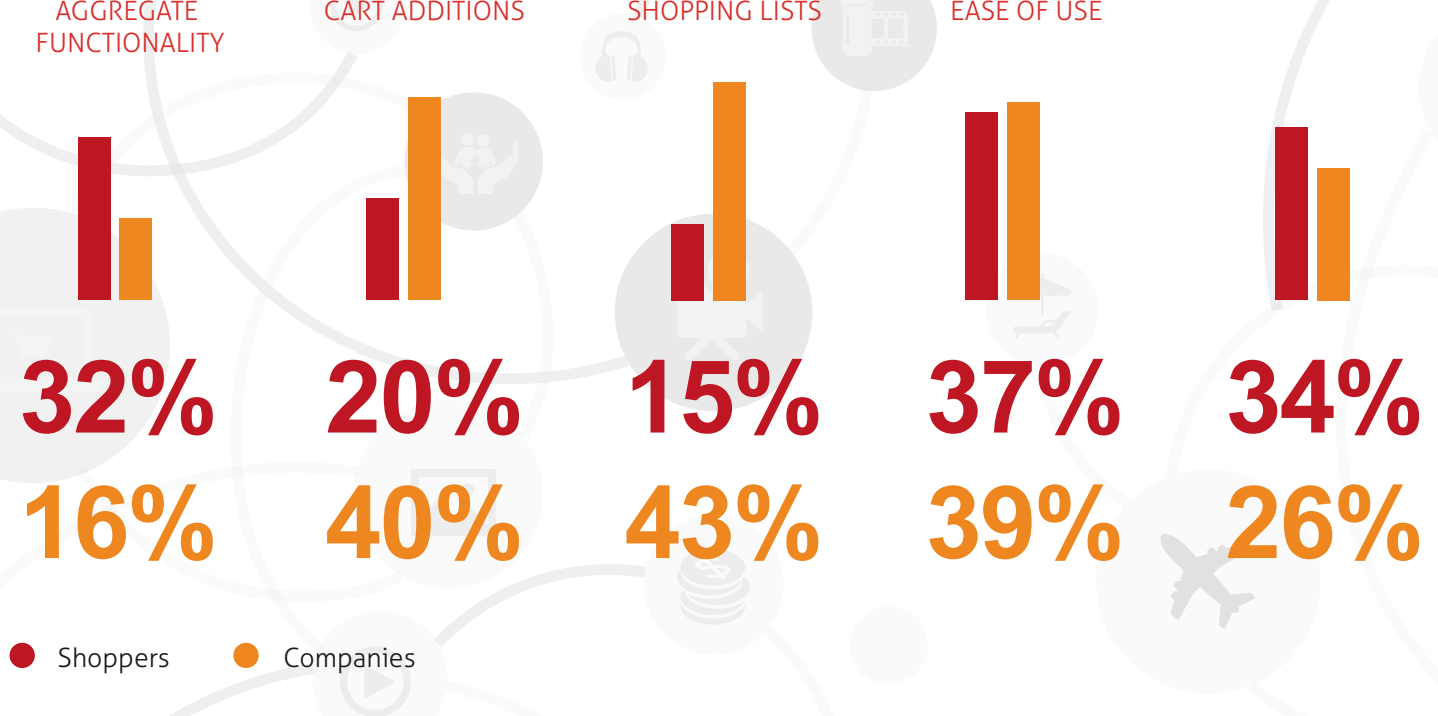


PESSIMIST

Only 28%

of the decision makers surveyed confirmed that their organizations are investing in personalization to improve the online purchasing experience.

At least customers and companies both agree that personalization works. But if customers aren't asking for personalization, and if companies aren't investing in it, how do shoppers' wish lists match up with companies' development roadmaps? There were some notable mismatches:

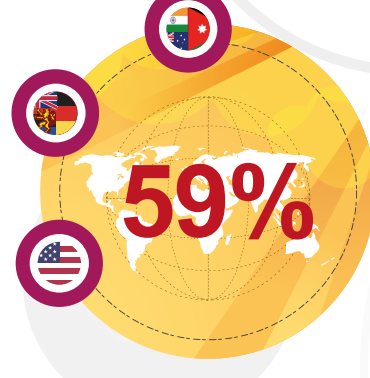
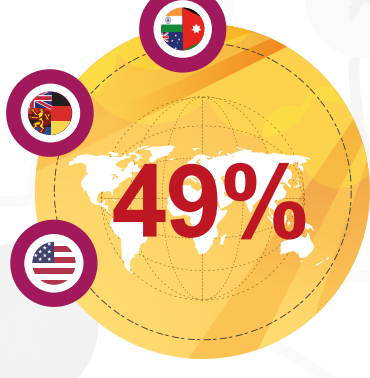


Companies investing in list-making and payment-related solutions may be concerned about shopping cart abandonment, but the study reveals that abandonment is not a technical or functional issue.

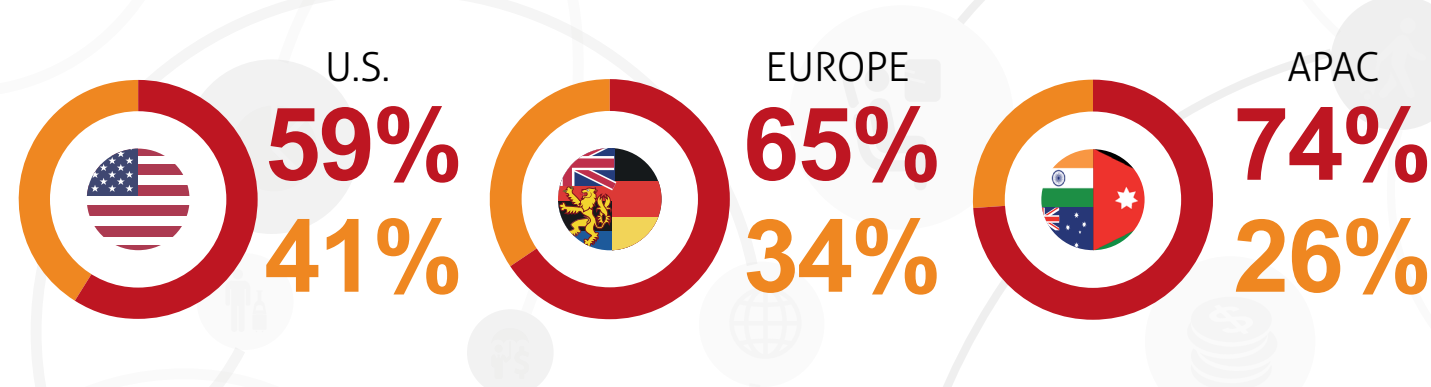
47% of customers abandon due to not enough payment methods.

41% abandon due to a change in price at checkout.

This is exactly the kind of thing that can lead to a customer posting a negative online review. A poor purchasing experience led to a negative online review for a large percentage of customers around the world:



There were regional differences, however, such as what the "ideal" mix of online vs. offline shopping is:



One of the biggest areas of change toward that ideal mix in the next three years will be the use of mobile apps as primary channel for shopping.

It is set to nearly triple, from **6% to 15%** of customers using a mobile app to make retail purchases—a great opportunity for businesses.

And if personalization is key to reaching the ideal state of shopping, companies will need comprehensive data sets.

The good news is that **29%** of companies already share customer data with other companies, and **51%** say they plan to.

ARE YOU AN OPTIMIST OR A PESSIMIST?

At Mindtree, we like to think we are eternal optimists. But while the blueprint is there, and personalization is the key, there are four cornerstones that are crucial to stay on the sunny side of the street:

Having a unified view of customer profile, preference, purchase and behavioral data.

An insight-enabling platform of analytics tools, proprietary algorithms and human creativity.



More participative, transparent customer data management practices.

Consistent, cross-channel, multi-format, device-optimized execution of personalized offers and messages.

LEARN MORE ABOUT WINNING IN THE AGE OF PERSONALIZATION

[Download the Global Report.](#)

[Sign up for a personalization readiness assessment.](#)

About the Study

In the fall of 2015, Mindtree commissioned independent market research firm Vanson Bourne to survey 900 buyers from retail and consumer goods, travel and hospitality, media and entertainment, and banking and insurance industries. In addition, Mindtree also surveyed 6,000 consumers using products or services from the above industries. The regions/countries where the interviews were conducted included the U.S., Europe (U.K., Germany, Benelux), and APAC (Australia, New Zealand, India, China). Respondents from the organizations that were interviewed had at least 2,000 employees.