

A nighttime photograph of a cityscape, likely Oslo, with a prominent green overlay on the left side. The city lights are visible in the background, including a large, illuminated building with a clock tower. The green overlay contains the BCG logo and the main title of the presentation.

BCG

THE BOSTON CONSULTING GROUP

# Personalization, the holy grail of big data

and how regional companies can claim their share

OSLO, SEPTEMBER 5 2018

# Nudging customers to better behavior through data



Best-in-class conversion to premium App

7.5 %

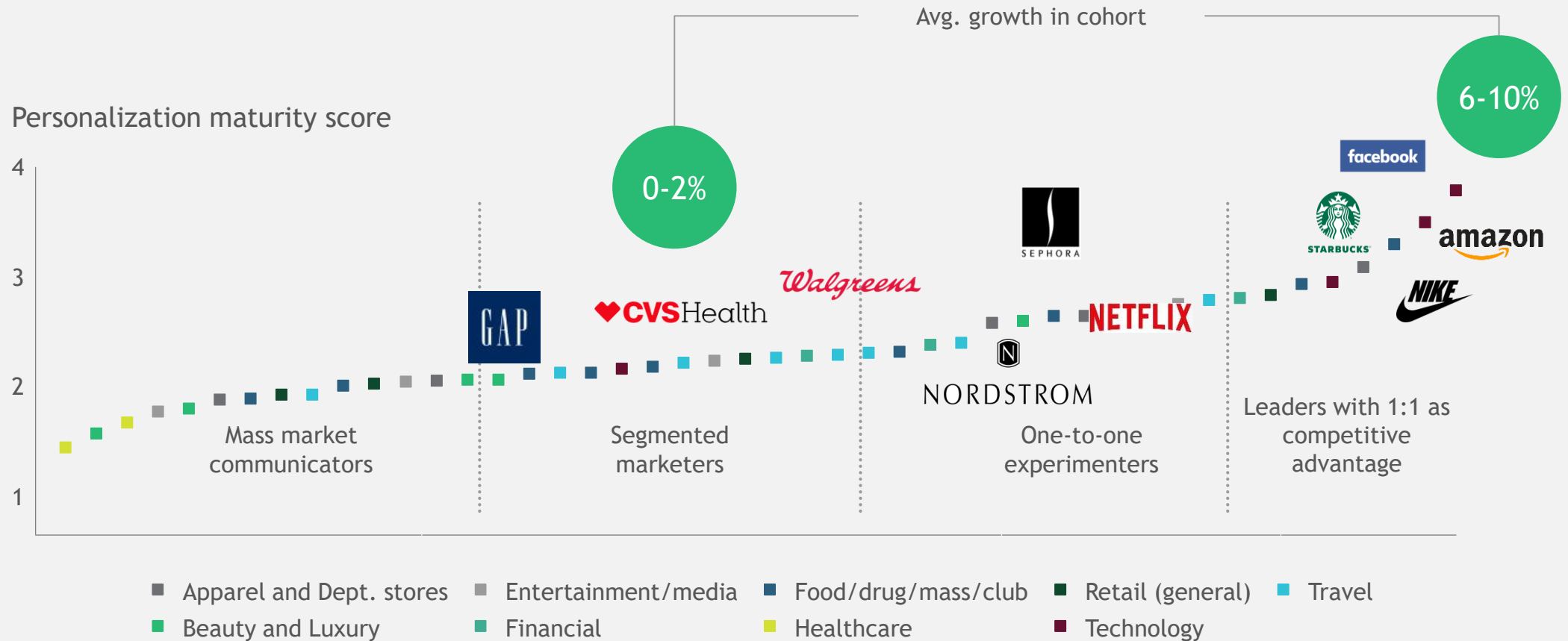
of Actives at age 6 months

14 %

of Actives at age 12 months

# Data driven companies are winning in the market

Personalization leaders are growing faster than competition



Note: Mass market communicators score <2.00, Segmented marketers 2.00-2.49, One-to-one experimenters 2.50-2.99, Leaders >2.99  
 Source: BCG Global Survey on Personalization, N=46

# Personalization: A catalyst for accelerated growth



...reduction  
in churn



...sales uplift



...increased  
engagement



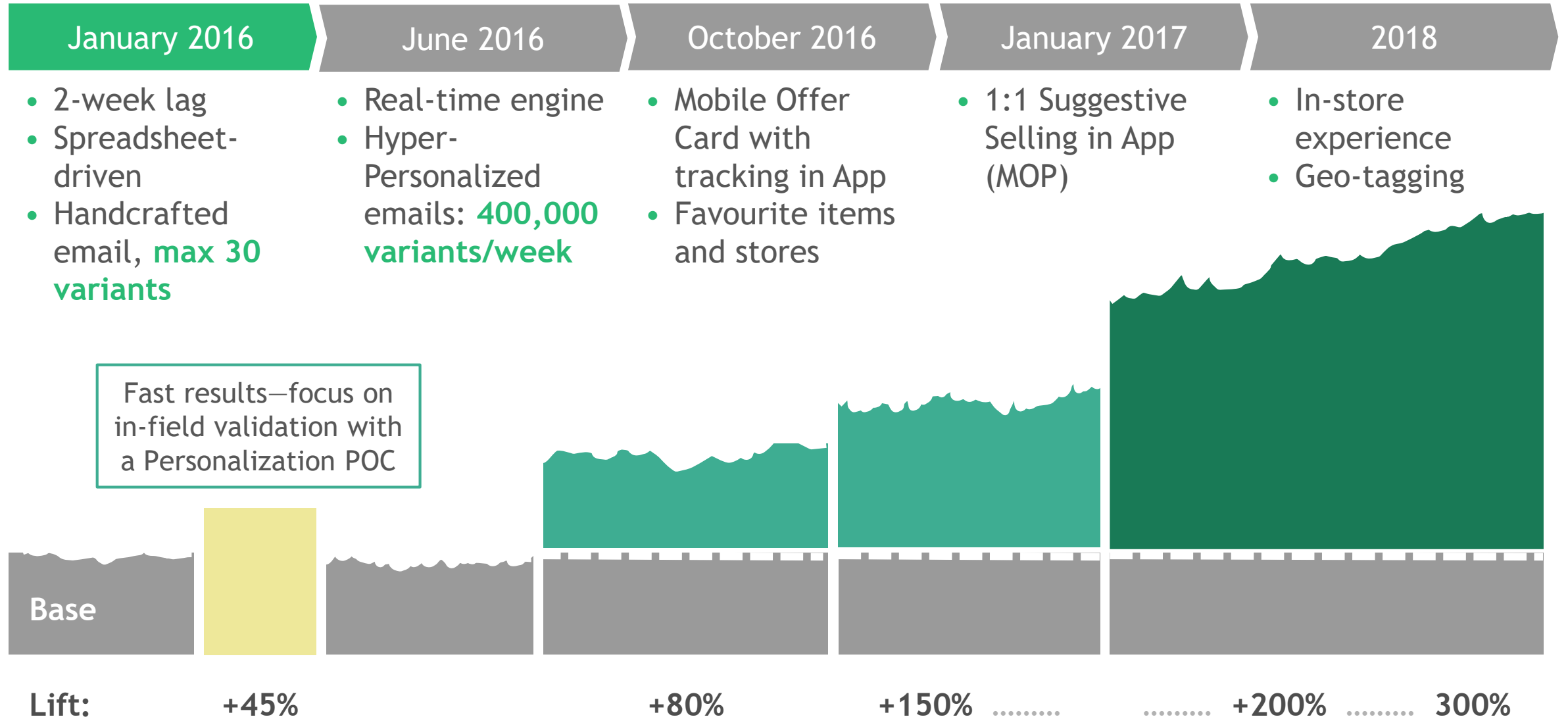
...increased  
marketing  
efficiency

Lessons from the frontier  
of personalization

1:1

Building truly  
individual customer  
relationships

# The personalization journey



# The opportunity is now!



## Customers

increasingly willing to share information, expecting personalized experiences in return



## Competitors

(online and digital natives) on the verge of taking over customer relationships



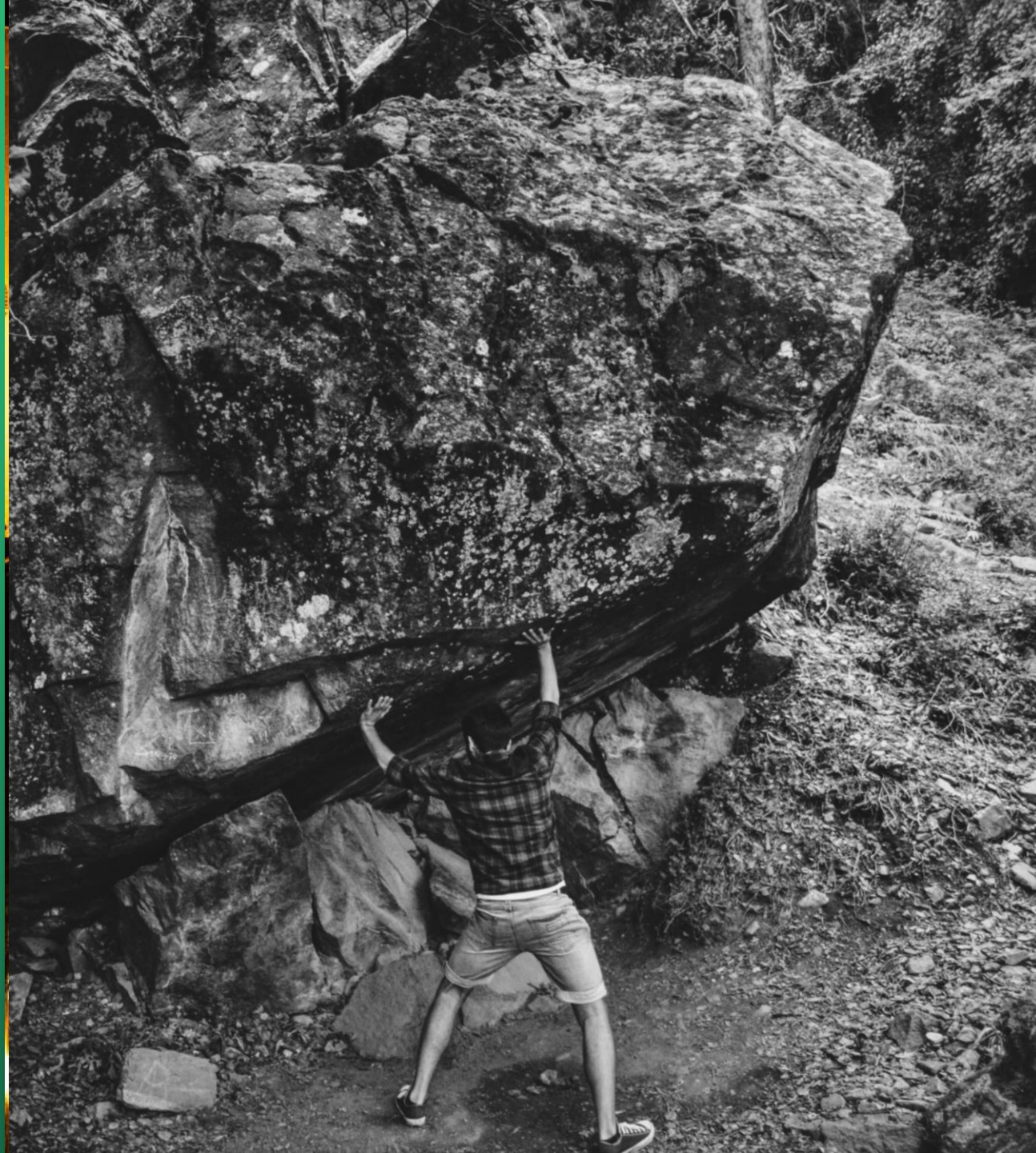
## Technology

trends are unlocking 1:1 personalization

Personalization is a  
daunting cross-  
functional  
initiative

-

But some lessons  
can be learnt





# 1. Use consumer trust as a differentiator

# Consumer trust is the new currency

34%

Distrust companies' data protection procedures

80%

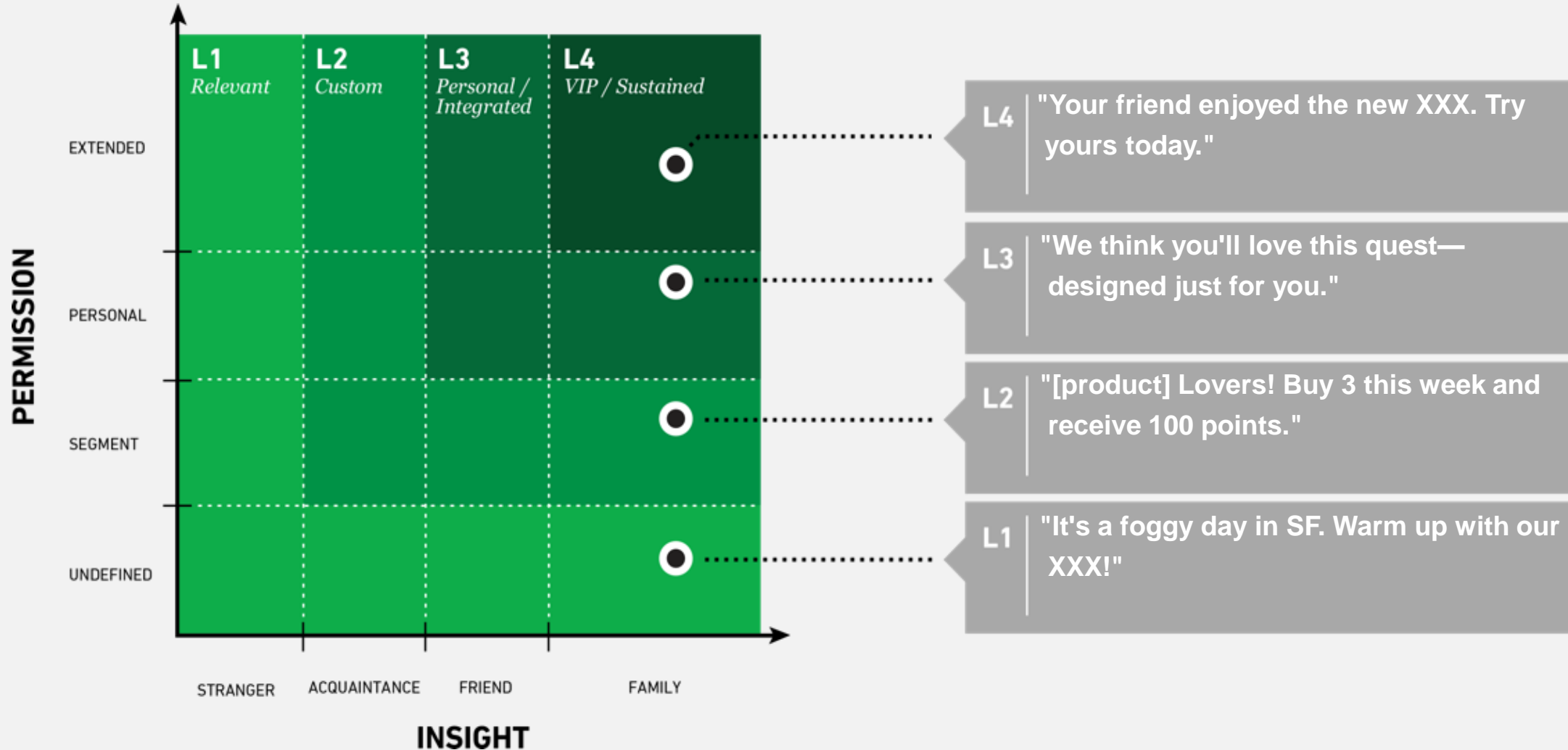
of consumers believe companies are dishonest about how they use personal data

58%

of consumers would shift their spending to a provider that excels at personalizing experiences without compromising trust



# The client built a trust framework to become relevant when possible - leveraged at scale



## 2. Think transformation - not technology



10%

20%

70%

Always apply  
the 10/20/70 rule

## Modelling

- Performance of the algorithms
- Data engineering

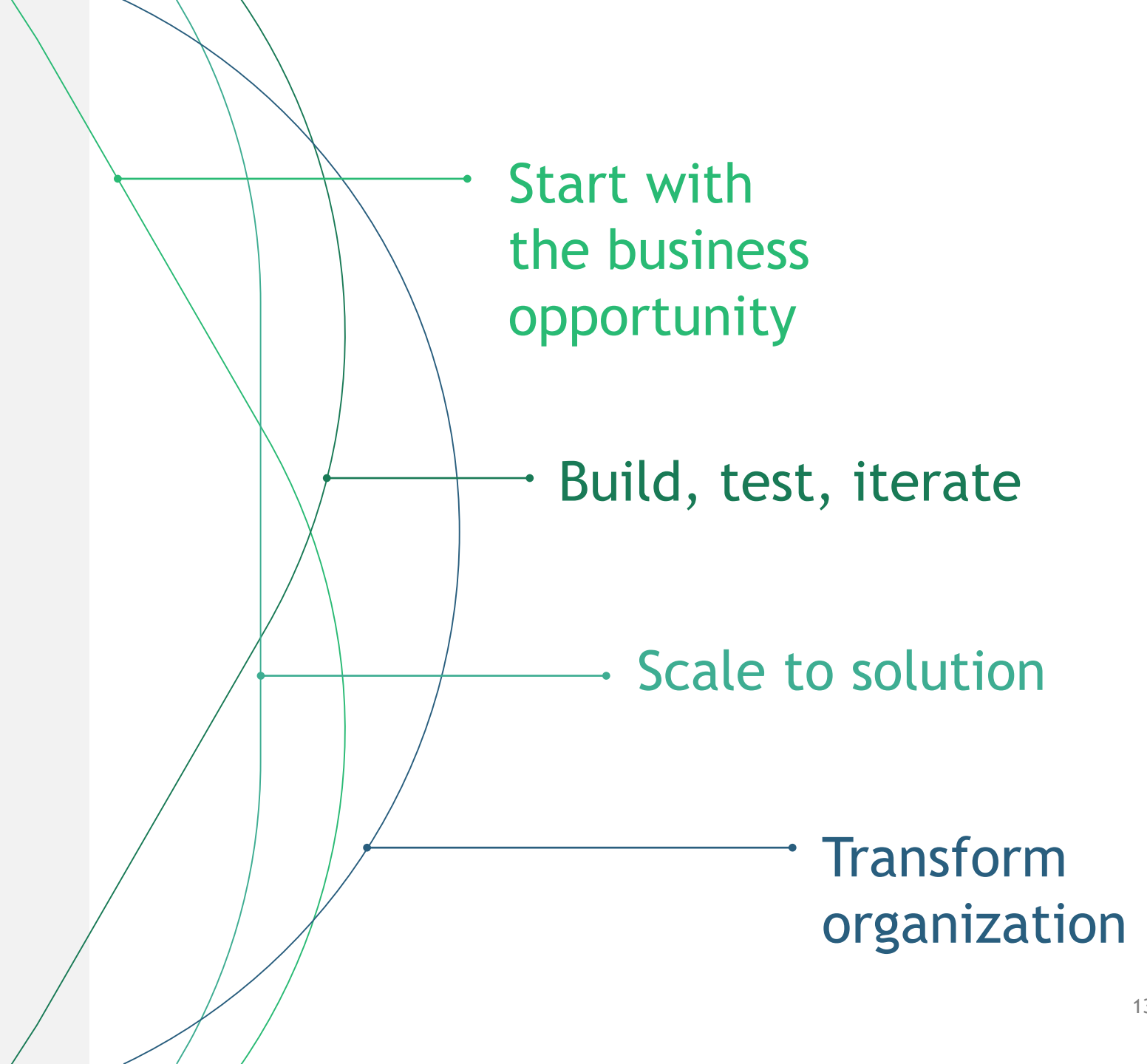
## Technologies

- Data and computation platform
- Backwards integration
- Content management - analytics
- Visualization and restitution tools

## Processes and resources

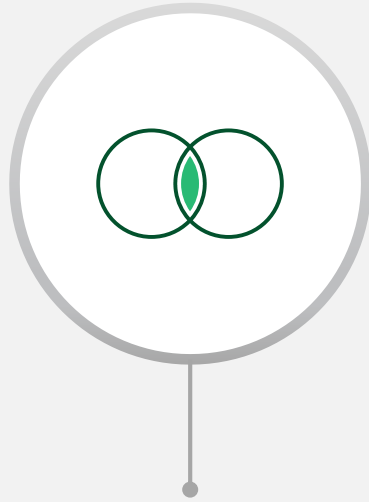
- Insertion in business process
- Cross-functional teams
- Authority and Accountability
- Change management

Think big,  
start small,  
and grow fast



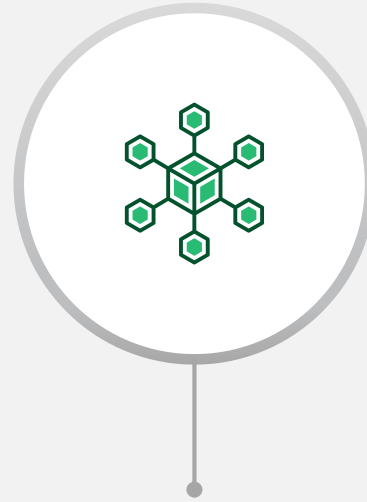
# 3. Play the local card

# Three positions for local and regional players



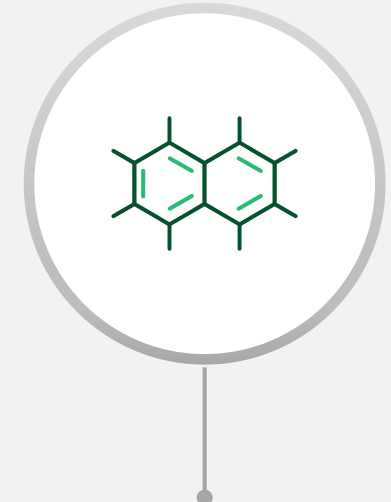
## Niche personalization

Adapting to small niche customer segments or niche products



## Truly Omni channel

Combining digital and physical assets



## Personalized ecosystems

Collaboration with other players on central functions like data and analytics



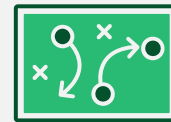
# Are you the future personalization leader?



How well do you build trust with your customers?



Is your transformation business- and not technology-led?



Are you leveraging your local assets?

A close-up photograph of a lit sparkler against a dark background. The sparkler is the central focus, with numerous bright, golden-yellow sparks radiating outwards in all directions. The sparks vary in length and intensity, creating a dynamic and celebratory atmosphere. The background is dark, making the bright sparks stand out prominently.

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