

SEGMENTATION vs INDIVIDUALIZATION

Segmenting customers into groups has always been a good starting point to uncover general trends of customer behavior. But combined with individualized interactions, you can reach new performance levels and really connect with each person at an individual level. Let's take a look at how they compare.

SEGMENTATION

Based on group averages. Diverging customers are conveniently excluded as outliers, because they can't be managed.

FOUNDATION



INDIVIDUALIZATION

Based on each customer's own behavior without noise from the crowd. All cases get their own treatment.

RESPONSIVENESS

Static and slow, based on general trends. Individual behavioral patterns are disregarded, unless they're common.



Dynamic and highly responsive individual customer journey management, adaptive to each customer's behavior changes.

COMPLEXITY

Generic communications are sent in batches at the same time and frequency, with the same content to all.



Highly complex, laser-sharp, targeted communications, adapting delivery time, frequency and content.

RELEVANCE

Same messages per customer group, based on segment membership. Your audience simply won't pay attention.



One-to-one messages, targets and incentives, based on individual profiling, that takes into account all key parameters.

EFFECTIVENESS

Less accurate, less relevant and less effective. Significant part of messaging resources goes down the drain.



More accurate, relevant and effective. Optimal ROI on messaging resources and customer-related investment.

So the winner is? The customer *and* your organization! With individualization, you'll be able to deliver more accurate communications that are dynamically aligned with the behavior and preferences of each individual. Customers will become more engaged, and you will boost customer value and KPIs.

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