Deep Personalization For Better Human Connect And Optimization By Using Non-Conventional Mechanisms In The Modern Digital Systems

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Abstract— Deep personalization is the need of the hour in today's digital sales systems. To optimize humanization within our sales funnels, sales channels and throughout the sales cycle, every organization needs to enhance the existing systems. The changes need to be brought into the user interface- such as customized landing pages, personalized product recommendations, global search, specific segmentation of customer based upon brand preference and customer needs. It has been observed by Nosto.com that a personalized web app experience generates approximately 1.3 times higher conversion rates, 18% higher average order amount as well as on an average two times increase in the customer time spent online. Most of our systems are not utilizing the data analytics in an efficient manner. While we focus on the historical transactional data, a better solution would be to change the page dynamically using behavioral data, which accounts for about 98% of data captured online and remains untouched (according to Nosto.com). An organization's emails need to be targeted and segmented based on user value, their time zone and date of purchase. Creating user communities, gamifying reward programs and referrals are other ways to establish the personalization brand of an organization. Social media dynamic ad campaigns need to be targeted using user generated content along with reviews which according to Yotpo.com would give a 62% increased return on ad spend. Care can also be shown by using feedback and negative feedback to our advantage.All these factors can help to establish any organization as a person-centric Brand and help in increasing the revenues by focusing more on repeat customers who spend 67% more than one time shoppers on an average, (according to business.com experts) ,thus establishing regular cohorts. This paper thus lists the best modern personalization practices, which can be adopted by anyone to boost their sales.

Keywords—personalization, optimization, user-generated content, email, funnel, reward, feedback, e-commerce, digital marketing

INTRODUCTION

In today’s era, the most successful organizations are those who focus on deep personalization to achieve their sales goals. With so much investment going into the use of AI in digital systems, a personalized user interaction makes perfect sense. This personalization is required not only when a user opens the website for the first time, but also when he/she leaves the cart incomplete. According to world’s leading ecommerce personalization platform Nosto.com, it has been observed that a personalized web app experience generates approximately 1.3 times higher conversion rates, 18% higher average order amount as well as on an average two times increase in the customer time spent online. As organizations become technically sounder, personalization in all spheres becomes the need of the hour. Various avenues where such personalization can be achieved has been summed up as below:-

(a) Personalized User interface  (b) Personalized emails
(c) Brand user communities (d) Referrals (e) Personalized reward programs (f) Personalized advertisements (g) Use of feedback (h) Readily visible support

Fig I- Levels of Personalization

PERSONALIZED USER INTERFACE

According to www.eMarketer.com’s report of July 2018, today Amazon has nearly 50% of all retail e-commerce sales in the United States. This amazing success can be attributed to not only their Omni channel experience but also their personalized user interface across all platforms. For effective personalization we need to analyze not only the
Transactional data (historical data) which according to Nosto.com’s research, accounts for only 1.6% of the data captured online but also the behavioral data which is approximately 98% of the data captured. This data is the one that we need for the shopper’s real-time intention and buying patterns.

A. Customized landing pages
It has been observed through Nosto.com’s findings that a personalized web app experience generates approximately 1.3 times higher conversion rates, 18% higher average order amount as well as on an average two times increase in the customer time spent online. Considering this, a customized landing page is the need of the hour. A landing page should be completely dynamic. This means that for an old customer, the landing page should reflect their brand preference and for the current customer their brand preference and category affinity should be predicted real time and changed accordingly. For instance, different landing pages can be constructed for people who prefer Apple or Samsung. With people preferring videos more, it is also another good idea to have more videos on the homepage conveying info on your products. Another good example is Adobe.com. This is what the first time visit on their page looked like-

![Fig II- Adobe Homepage](image)

From Marketing & Commerce Menu I chose Adobe Experience platform, and then closed the tab. On visiting adobe.com the second time, the homepage changed, based on my search-

![Fig III- Adobe Homepage Revisit](image)

Landing pages can also be varied based on geographical locations. Both Amazon and Youtube are good examples for this. Adobe also considers the location for load of the homepage, giving a choice to load regional site which in my case is https://www.adobe.com/in/.

![Fig IV- Adobe Regional Popup Message](image)

Companies such as Sprint are even offering select discounts for the product 2nd time visitors were thinking of buying:

![Fig V- Sprint old website with cookie based welcome back message](image)

B. Global Search
Search can be used by user to reach a particular page that a user feels exists or that he has visited in the past. This could be at a specific point within a sales funnel. The top searches can be included in the search bar. Also, the misses can be used to add the missing pages or products that a user is looking for, later. A good practice is to expedite user search using javascript based auto-suggestion overlay. Machine learning can also be incorporated with the search to result in optimum ordering of products upfront, based on which product performs the best in realtime. According to Klevu.com’s (an ecommerce site search solution) research, analysis of 869 online stores’ $1.4B of total online trade (over a 7 month period) showed that over $360M of this (27% of the total recorded business) directly came from the site search.

C. User Segmentation
User segmentation upfront helps to target specific users for a personalized experience. Segmentation can be done based on new or VIP customer. This can help to identify when and whom to offer discount. Customer brand preference is another factor which will determine segmentation. Once done, the UI experience will vary for different customer
type. For example, for a mobile store, UI experience can be varied based on Apple or Google brand preference.

D. Personalized Product Recommendation

Best example of this is Amazon which shows the items that customers bought along with the items added to cart:

![Amazon.com product recommendation](Fig VI)

The above is an example of cross selling that can be added just below the cart items view and also just below the Product Display Page section to enhance UX and boost sales.

E. Reviews on product display pages

Users must first be prompted to write reviews about the products, which can be done both onsite as well as by sending emails using AI to detect the topics that are most popular among the users as well as after they buy it each time. Customer reviews, photos, and Q&A should be showcased on your homepage, category pages, product pages, social ads, email marketing- in short everywhere. Using user generated content can increase the ecommerce conversion rate by about 161% according to yotpo.com, which analyzed 200,000 eCommerce stores where visitors were actively engaging with customer reviews, star ratings, and customer photos. Yotpo team also found that on average, 55% of customers engage with user generated content before making a purchase. UNTUCKIt, a clothing brand on Shopify does just that.

F. Timing

Timing for the email is very crucial. The send time for any email must always be focused on the time zone. Engagement data needs to be collected to create a sending schedule based on how engaged a reader is. The more engaged clients need to be sent messages more often. Similarly, promotional messages must not be sent to recent purchasers since it would be better to send them to those who are not very frequent buyers.

G. Cart/Session Recovery

An effective strategy for capitalizing on sales is the browse recovery email. For this any data that a user is browsing needs to be constantly tracked. Users who viewed 200,000 eCommerce stores where visitors were actively engaging with customer reviews, star ratings, and customer photos. Yotpo team also found that on average, 55% of customers engage with user generated content before making a purchase. UNTUCKIt, a clothing brand on Shopify does just that.
H. Email Button

It is a very good idea to include a separate section of Browse History within the application and to include an email button which will enable the users to mail the browse history to themselves for reference later. Auto-mail should only be triggered to the subscribers.

BRAND USER COMMUNITIES

A lot of brands have started online communities and forums to make customers feel connected and valued. Sephora brand has started a ‘Beauty talk’ online forum where user can ask questions, share ideas and get all their beauty queries solved through experts. They even have a ‘Beauty Board’ where users upload a picture of themselves wearing Sephora products. The photos are linked to the product page of all the items used. This ensures that those browsing can directly buy items and also upload their style preferences influencing others.
REFERRALS
Currently this is one of the most effective strategies to build your brand niche, community and boosting sales at the same time. Oneplus brand created a referral program of exclusivity and demand where they had an invite only system for the phone. This all made the phone talked about more. They still use it to create hype before a big flagship launch. Another important thing to note is that any referral offer must be highlighted upfront on the website homepage so that the users can connect to it directly and it leverages personalization effectively. According to Nielsen’s Harris Poll of 2016 in which 2000 Americans were surveyed online, it was found that 82% of people actively seek referrals before making a purchase as it builds trust. Food brand Veestro has a good referral program where every person who refers gets a $35 discount coupon which can be redeemed later.

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A mere two percent increase in customer retention can lower costs by as much as 10 percent.
It costs 16x more to bring a new customer up to the same level as a current one.
A five percent increase in customer retention can lead to an increase in profits of between 25 and 95 percent.

The reward programs thus become crucial for retaining the existing customers. They make a customer feel that they belong. An effective way to carry out this is not just by using points and monetary reward strategy but also by triggering emotions and feelings in the buyers through some dedicated cause which is highlighted upfront on the homepage. ‘Hey Girls’ brand has created its own organic sanitary products and ensures that when one sanitary pad is bought, another one is donated to those in need.

Even Verizon has an effective page dedicated to military wherein special plans as well as career opportunities are exclusively available to those who are a part of the military.

The key idea here would be to ensure that such facts are highlighted upfront on the website homepage itself.
Reward programs can be based on points which can later be converted to discounts. Again Veestro has a dedicated page for the rewards clearly highlighting this aspect.

But, again any such reward program needs to be clearly highlighted on the homepage as done here by last season clothing brand:

Blenders Eyewear case study, Ads along with user generated content can lead to a 38% decrease in cost per acquisition, and 62% increase returns on ad spend. Here’s what a successful ad would look like:

**PERSONALIZED ADVERTISEMENTS**

Most of the marketing being done online is being carried out on social media currently. Machine learning can help brands to advertise the product that they were keen on buying. But, here’s the catch. How do we ensure that the product which they did not buy the last time, gets more leverage? We can do that by adding User Generated Content to create dynamic ads on social media. This is done by showing a relevant photograph of the product along with its best customer reviews and also the star marked rating of the product to add in personalization effect. According to Yotpo.com’s

**USE OF FEEDBACK**

Brands should leverage not only positive but also negative feedback to their advantage. Showing negative feedback along with positive on the website ensures trust and genuineness. One effective way to collect feedback is by asking it right after a purchase is made on the order completion screen.
Feedback should immediately be taken as soon as a user tries to abandon the cart. ‘Ola Cabs’ does it as soon as a ride is cancelled asking the reason. Another example is:

A multiple choice response serves much better. Typical responses can include a) unexpected/added costs at checkout stage b) got a better deal at another site c) process taking long d) delivery options don’t suit requirements, etc. Contact customer support option must be provided for sure.

**READILY VISIBLE SUPPORT**

Most customers want to buy the product but may have some clarifications regarding it. All their doubts can be removed by first leveraging an active live chart support right at the homepage. The chat can be both automated as well as in-person. Even a feedback can be collected right after the chat. Another way to ensure that the customer is well taken care of is to have the contact number for support clearly displayed directly at the title bar of the landing page. Here’s an example from Sprint’s website:

They even highlight the omni-channel experience uptop clearly.

**CONCLUSION**

Thus, Deep personalization is extremely vital to boost sales in any organization. Once, all these strategies are followed, customer engagement can be catapulted and sales can be boosted manifolds.

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REFERENCES


FIGURES AND IMAGES USED:

Fig 1- Levels of Personalization
Fig II- Adobe Homepage

Fig III- Adobe Homepage Revisit
Fig IV- Adobe Regional Popup Message

Fig V- Sprint old website with cookie based welcome back message
Fig VI- Amazon.com product recommendation

Fig VII- Cross selling through ‘customers also bought’
Fig VIII- UNTUCKit product display page (Source: Nosto.com)

Fig IX- Udemy personalized emails
Hey Jane.
just Browsing
We've handpicked some items for you!

TOP WITH COMFY NIGHTS
Rs. 1,500.00

BASE SHORT TOP
Rs. 1,500.01

NIGHTWEAR WITH ADJUSTABLE...
Rs. 700.02

Recommendations for you

Fig X- Rjewels email
Fig XI- Sephora discussion forum

Fig XII- Sephora beauty board (Source: Nosto.com)
Fig XIII- My Starbucks Idea
REFER FRIENDS
AND EARN $$

Refer new friends and earn $35. Start referring here.

https://www.veestro.com/pages/refer

REFER A FRIEND
GIVE $35, GET $35
Give your friend $35 off their first purchase and get $35 in credit.

Please submit your email below to register.

your email

NEXT

Fig XIV- Veestro refer a friend
Girls in the UK miss school because they can't afford sanitary products - we give a girl or young woman one pack of pads for every pack you buy - help Hey Girls help UK girls every month!

Fig XV- Hey Girls cause based personalization
Fig XVI- Verizon military based cause
Fig XVII- Veestro Reward programme
Fig XVIII- Last season reward program link on homepage

Fig XIX- PerfectLocks user generated content + star ratings advertisement
Order Summary

<table>
<thead>
<tr>
<th>Item</th>
<th>Unit Price</th>
<th>Quantity</th>
<th>Total Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>[Product Name]</td>
<td>[Price]</td>
<td>[1]</td>
<td>[Total]</td>
</tr>
<tr>
<td>[Product Name]</td>
<td>[Price]</td>
<td>[1]</td>
<td>[Total]</td>
</tr>
</tbody>
</table>

Delivery Charge: **FREE**

**YOUR ORDER TOTAL** £15.99

Thank you for shopping with us. If you have a moment, we’d welcome some feedback.

1. Please read through the following questions and rate us accordingly:

   How easy was it to find what you wanted?
   How would you rate the variety of products available from us?
   Overall, how would you rate your experience shopping on [website name]?

2. How likely are you to recommend us to others?

   Very Likely Somewhat Likely Neither likely or unlikely Somewhat unlikely Very unlikely

3. Any further comments?

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*Fig XX- Feedback form on order completion screen*
Fig XXI- Feedback form on leaving any page mid funnel

Fig XXII- Sprint contact number clearly given on homepage
Fig XXIII- Sprint omni channel experience clearly given on homepage- online/store options