

CX Personalization and Optimization

Market Drivers and Barriers, Market Sizing and Forecasts, and Case Studies Focused on the Adoption of Personalization & Optimization Within CX Platforms and Applications

Given the wide range of options for the digital and physical ordering, fulfillment, and after-service care available to both consumers and businesses, a one-size-fits-all approach to CX is not only outdated, but a recipe for driving customers away. That is why providing a personalized and optimized CX remains a widespread goal of both business-to-consumer (B2C) and business-to-business (B2B) companies seeking to create deeper, more customer-centric interactions that are the hallmark of driving customer loyalty and a higher amount of repeat business.

Providing such a personalized and optimized experience requires a multifaceted approach, which involves understanding each customer's specific preferences and desires, assessing their typical customer journey from initial contact through post-sales interactions, and ensuring that the organization has unfettered access to the data and software tools to create and nurture these one-to-one experiences. Many companies are faced with challenges delivering on their personalization & optimization efforts, often due to the presence of data silos, which prevent applications and agents from easily accessing the information that can limit their ability to identify the preferences, triggers, and processes that are most preferred by customers. Further, an overuse of personalization can negatively impact the CX if customers are questioning how certain personal information was captured, and whether its use feels overly intrusive or even creepy.

This Dash Research report focuses on the market drivers and barriers to the adoption and use of platforms, applications, and services that enable greater personalization and optimization across all facets of CX. The report also details several B2C and B2B case studies and includes best practices for deploying personalization and optimization within an organization. Market forecasts covering the 2019 to 2026 period for software and services that provide personalization and optimization functionality are provided, covering 20 industries and 5 geographic regions.



Key Market Forecasts

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End-Use Markets

- Telecommunications
- Healthcare
- Financial services
- Retail
- Consumer goods
- B2B and services
- Media and entertainment
- Transportation
- Hospitality

Case Studies

- Amazon
- Sephora
- Nike
- ASME GuideBox
- Matillion

Technologies

- Artificial Intelligence (AI)
- Machine Learning (ML)
- Deep Learning (DL)
- Natural Language Processing (NLP)
- Computer Vision (CV)

Geographies

- North America
- Europe
- Asia Pacific
- Latin America
- Middle East and Africa

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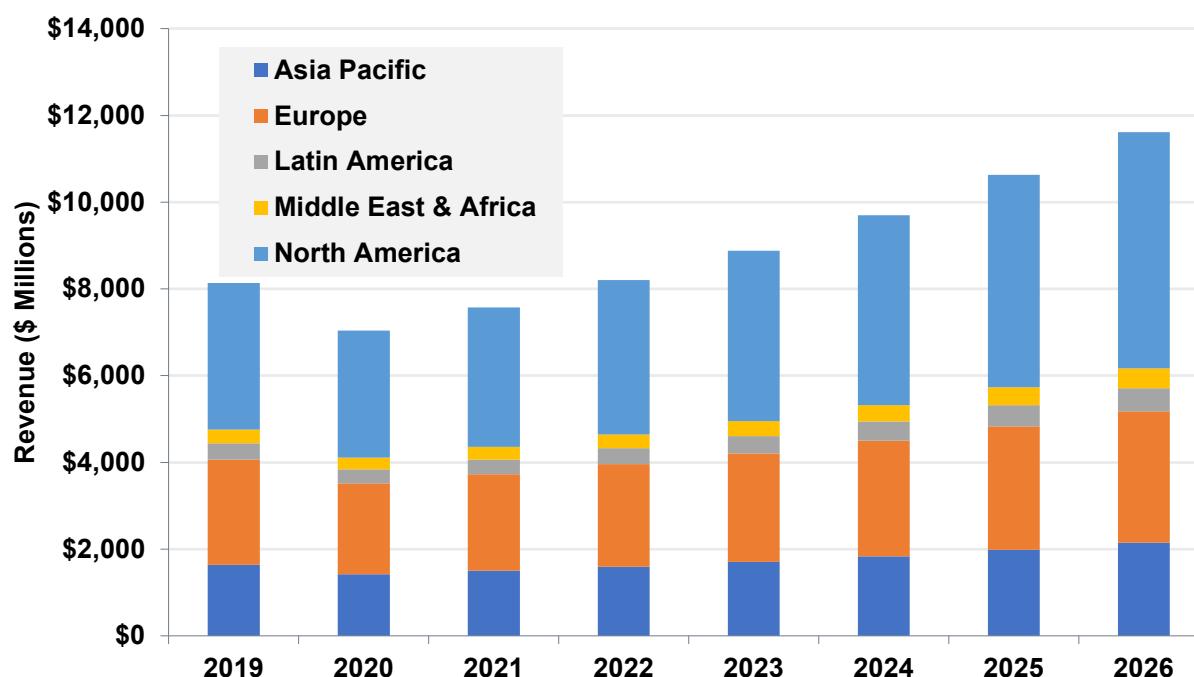
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Personalization & Optimization Software and Services Revenue by Region, World Markets: 2019-2026



Source: Dash Research

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Key Questions Addressed

- How are companies using personalization and optimization to support their CX efforts?
- What are the key drivers of personalization and optimization for CX applications and platforms?
- What are the key functions within CX that personalization and optimization can support or enable?
- What barriers exist that may hinder the adoption of personalization and optimization within CX platforms or applications?
- What are the relevant regulatory issues of which CX professionals using personalization and optimization should be aware?
- What are some examples of personalization and optimization that are being used in the real world?

Who Needs This Report?

- CX practitioners
- Marketing/sales heads
- C-Suite and strategy directors
- IT integration specialists
- Logistics specialists
- Loyalty managers
- Contact center managers
- Investor community

Report Details

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