Call Me By My Name: The Hype Around Hyper-Personalization

" We see our customers as invited guests to a party, and we are the hosts.

It's our job every day to make every important aspect of the customer experience a little bit better "

- Jeff Bezos, CEO, Amazon

Jackye

Jackie,

I have just gotten back to w

Hello Jackeye,

Pleased to meet you! And thanks for the

I'll explain a bit what we're looking for. As

to me

Hey Jackeye! I see on my schedule we have
the highway (I know! Fancy, right?! But you
downtown? See you soon! -- ABT

Hi Jacky

We're very honored to have you tried our ne

On Wed, May 30, 2018 at 4:35 PM, Bern

> Hi Jacky:

WHAT'S THE DIFFERENCE?

CUSTOMIZATION

PERSONALIZATION

HYPER-PERSONALIZATION

Customization is done by the user

Personalization is done by the system being used

Uses behavioral and real-time data to create highly contextual communication

Have a coke with …

Have a coke with ...

share a Coke with
MISA
share a Coke with
MANAMI
share a Coke with
SHINZO
share a Coke with
SHIHO
share a Coke with
OGAWA
Have a coke with …

Have a coke with …

Today's Goal

- Process and Strategy – Not Tech
- Understand the Importance of Hyper-Personalization
- Plan for a Successful Program

Applicants Expect You To…

Know
Them

Understand
Their Needs

Remember and Acknowledge
Them

Anticipate
Their Future Needs

Personalization is the Vehicle to Deliver on These Expectations

Use data to provide more personalized and targeted products, services, and content.

Implicit

What we *infer* about the applicant

What we figured out about the applicant

Explicit

What we ***know*** about the applicant

What the applicant has told us

Who is **Jessica**?

Data Analyst

Lives in Los Angeles

10 Years Exp

What She Likes

Travel

Movies

Cars

Jessica
Job
Seeker

Online Usage

Goes to Job Board
3X a Week

Reads Blogs

Checks LinkedIn

What She Wants

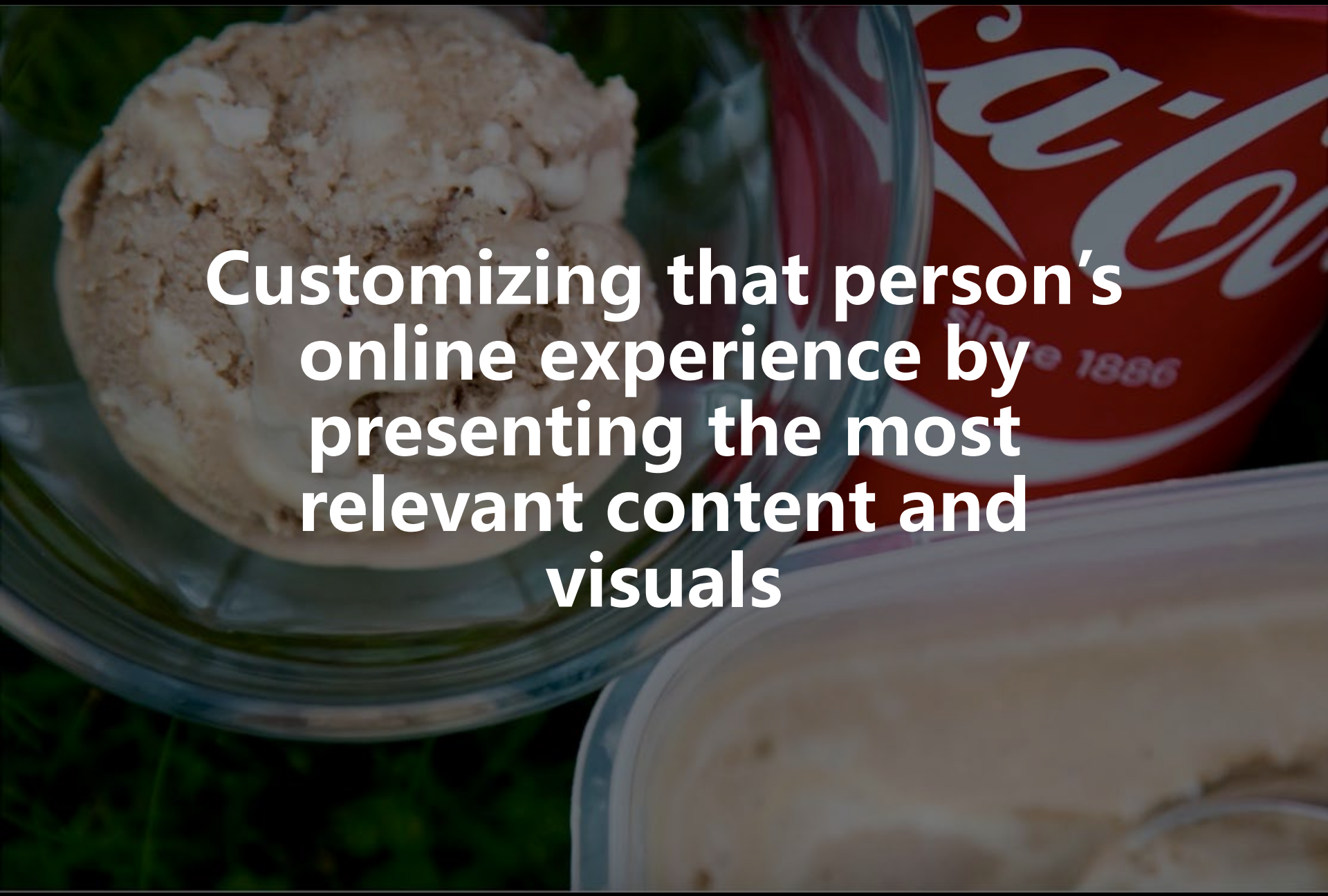
Better Paying Job

Vermont Vacation

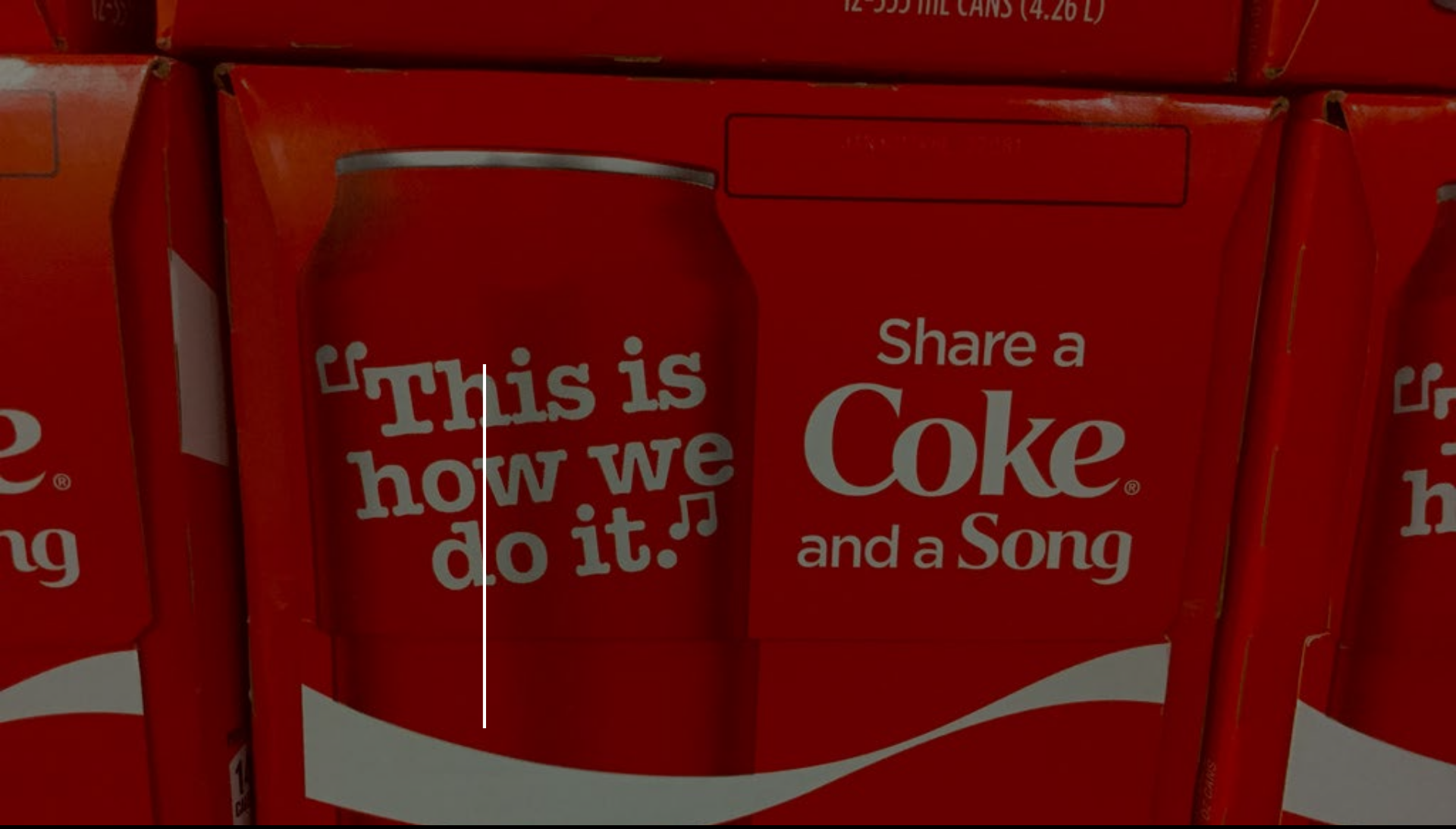
Tesla Model S

A Hyper-Personalized Job-Board Combines Two Things

Identifying a applicant's relevant attributes intent, and potential to apply


Customizing that person's online experience by presenting the most relevant content and visuals

Getting Started



Define the Who, the What and the Where.

Who do I Personalize For?

- Candidate Journey
- Geo-Location
- Job Interest
- Application History

WAIT. WHO?
Your “Who” might be “hot prospects”—it is anyone who has started the candidate journey.

What Should I Personalize?

Personalize What You Already Have!

- User Experience
- Calls-to-Action
- Images
- Job Openings

Content Includes…

- Case Studies
- Ebooks
- Videos
- Image

It's a question of which piece fits which target audience

Make Sure it is the Most Relevant

Where do I personalize?

Start Simple

- Email
- Website

Then a Bit More Complex…

- Mobile
- Targeted Ads
- Offline

Remember:

Collect Data – Implicit and Explicit

Define the How the What and the Where

Start With What You Have

Relevant

Start Simple

Have a Coke and a Smile!

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Thank You!