

# From Mass Customisation To Personalisation Management For Professionals



## The Modern Lean Enterprise: From Mass Customisation to Personalisation (Management for Professionals) by Éric François

★★★★★ 5 out of 5

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In today's digital age, customers expect personalised experiences from the brands they interact with. This means that businesses need to move beyond traditional mass marketing approaches and adopt personalisation strategies that are tailored to the individual needs and preferences of each customer.

The evolution of personalisation has seen a shift from mass customisation to personalisation management. Mass customisation is the process of producing goods or services that are tailored to the specific needs of individual customers. This approach was first popularised in the 1990s with the advent of digital printing and other technologies that made it possible to produce customised products on a mass scale.

While mass customisation was a significant step forward in terms of personalisation, it was still limited by the fact that it required customers to make choices from a predefined set of options. Personalisation management, on the other hand, takes a more holistic approach to personalisation. It involves collecting and analysing data about individual customers in order to create personalised experiences that are relevant to their unique needs and preferences.

There are a number of key benefits to personalisation management. These include:

- Increased customer satisfaction and loyalty
- Improved customer engagement and conversion rates
- Increased revenue and profitability
- Enhanced brand reputation

However, personalisation management also comes with a number of challenges. These include:

- Data privacy and security concerns
- The need for a sophisticated technology infrastructure
- The need for a skilled workforce
- The cost of implementation

Despite these challenges, personalisation management is becoming increasingly important for businesses that want to succeed in today's digital world. By implementing and managing personalisation strategies

effectively, businesses can create more relevant and engaging experiences for their customers, which can lead to increased customer satisfaction, loyalty, and revenue.

## **Tips for Implementing and Managing Personalisation Strategies**

Here are a few tips for professionals who are looking to implement and manage personalisation strategies effectively:

1. Start by defining your personalisation goals. What do you want to achieve with personalisation? Do you want to increase customer satisfaction? Improve customer engagement? Drive more sales?
2. Collect data about your customers. This data can include demographic information, purchase history, browsing behaviour, and more. The more data you have about your customers, the better you will be able to personalise their experiences.
3. Segment your customers into different groups based on their needs and preferences. This will help you to create more targeted and relevant personalisation campaigns.
4. Use personalisation tools to automate your personalisation efforts. These tools can help you to collect data, segment your customers, and create personalised content.
5. Measure the results of your personalisation efforts. This will help you to understand what is working and what is not, and to make adjustments accordingly.

Personalisation management is a complex and challenging task, but it is also a powerful tool that can help businesses to achieve significant

benefits. By following these tips, you can implement and manage personalisation strategies effectively and create more relevant and engaging experiences for your customers.

The evolution of personalisation from mass customisation to personalisation management has been driven by the increasing need for businesses to create more relevant and engaging experiences for their customers. By implementing and managing personalisation strategies effectively, businesses can increase customer satisfaction, loyalty, and revenue. While there are a number of challenges to overcome, the benefits of personalisation management far outweigh the costs.

If you are not already using personalisation strategies, now is the time to start. By following the tips in this article, you can implement and manage personalisation strategies effectively and create more relevant and engaging experiences for your customers.



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