One Step Closer: How to Achieve Hyper-Personalized Customer Experiences in 2023

24.04.2023

Tags:

[Global](#), [Opinion](#), [Marketing](#), [MarTech](#)

In 2023, we face a new digital relations landscape where a customer and a brand more and more rely on personal data exchange and unique communication channels. In this **new reality**, **marketing** means are shifting towards direct communication and personalization, and generic campaigns are making way for communications that target each client individually.

Today customers are expressing the demand for more personalized interaction with the brand, and up to 90% of customers are positive about sharing data if they expect better, more relevant experiences. Hyper-personalized content is not nice-to-have. It's an absolute must for pharma companies. You always need to be two steps ahead of competitors and one step closer to your customer.

What is hyper-personalization?

Hyper-personalization is the approach in marketing that presumes client targeting at the scale of one. In other words, unlike the personalization approach, which deals with small clusters of customers united by common traits, hyper-personalization targets every single client. The additional distinct advantage of hyper-personalization is that client data is always collected in real-time, whether it is possible.

The hyper-personalized approach also requires arranging communication across **multiple channels** to get the most out of it. And the greatest thing is that customers already expect you, as a brand, to do that if they believe that sharing their data will enhance their customer experience. At the same time, brands should not forget to emphasize the value of personalized communication by providing

the client with personalized offers, shipment tracking services, product notifications, etc.

How hyper-personalization works

Hyper-personalization is an extremely effective approach that often allows brands to improve conversions by 30% in the first month. However, hyper-personalization also requires an effort to make the whole system work as one. Customer data is essential for providing experiences but can be hard to gather. Especially when discussing the pharma and life sciences, where patient and client data is frequently subject to patient protection legislation. So it is very important to keep track of every little piece of customer data.

Also, it is critical to understand the hyper-personalization approach as one of the powerful tools included in the modern marketing tools bundle. Suppose we are talking about agile, hyper-personalized communications. In that case, they always require an omnichannel approach and a flexible asset management system to deliver the most relevant content at the right time and via the most relevant channel. Such effective tool bundles often come as full-featured solutions, like enterprise-level content management platforms, that include all advanced tools in a seamless product. Such content experience platforms like **eWizard** provide tools for planning, briefing, data collection, analytics, and content distribution.

Hyper-personalization and automation

Automation of processes is an important feature, as hyper-personalization relies on the most recent data. Under these conditions, it is crucial to eliminate any delays in content production, approval, and delivery. Otherwise, the business may detect customer activity in a certain location but won't be able to react on time.

Here are some of the more advanced solutions and practices that help increase the customer experience by automating customer service:

Visual AI

Visual AI technologies allow the understanding of customer preferences by analyzing the client's behaviour and actions as they happen on the screen. This feature helps to understand client preferences by analyzing the visual data and providing the client with more accurate product suggestions. Also, as this process can be fully automated, the data is collected and processed instantly without any involvement of managers.

AI-driven concierge solutions

Advanced AI-driven chatbots can automatically tackle many of the customer's inquiries, reducing the amount of work for human operators. As chatbots are becoming more sophisticated in terms o natural language recognition and procession, both trust of customers and the scope of application of chatbots increases. Hyper-personalized chatbots can learn from their client interactions and provide clients with personal treatment as they utilize the history of communication for better service. This exact customer data is also crucial for shaping personal client profiles, including even the smallest

snippets of client data collected across channels.

Predictive modelling

Modern customized AI solutions can contribute to the needs of the pharma industry in many ways: reduce drug testing time, help in new drug research, automate communication between brands, HCPs, and patients, etc. However, such AI can also utilize longitude data to build short- and long-term predictions on customer behaviour and preferences. This data is important for building stable customer relationships, strategic planning, and communication automation.

Reaching hyper-personalization via MarTech

Finally, let's look at hyper-personalization from the point of technologies involved and the benefits it can provide for your business. Roughly speaking, the following technologies complement and define hyper-personalization as a digital marketing approach.

- **Data Management Platform (DAM) –** A platform aggregating all internal and external data, allowing hyper-personalization.
- **Customer Relationship Management (CPM) –** System for management of interactions within the customer lifecycle.
- **AI and ML** – Specialised Artificial Intelligence solutions created specifically for analyzing customer behavior and its prediction.
- **Personalization Engines** – Technology that provides real-time decisions concerning the content provided to customers.
- **Cloud services** – Serve as an important element that provides uninterrupted functioning and flexibility.
- **Content testing** – Hyper-personalized communication allows testing content, carrying on A/B tests, to collect data via questionnaires and quizzes.

For better, seamless performance and all these tools and services can be included in a single CMS. Content experience platforms could provide all the necessary tools for implementing hyper-personalization at all three levels: AI and ML-based segmentation, real-time targeting, and viable prediction analysis.

About Viseven

Viseven is a future-inspired global MarTech Services Provider for Pharma and Life Sciences industries with over a decade of experience. Viseven's digital transformation center offers innovative solutions for companies of different sizes and digital maturity levels by merging marketing and digital technology expertise with innovation and strategic capabilities. The company's solutions, products, and services are actively used by the TOP 100 Pharma and Life Sciences companies in more than 50 countries around the globe.

Follow Viseven on social media: LinkedIn, Twitter, YouTube, Facebook

Follow Nataliya Andreychuk on LinkedIn

See more interviews