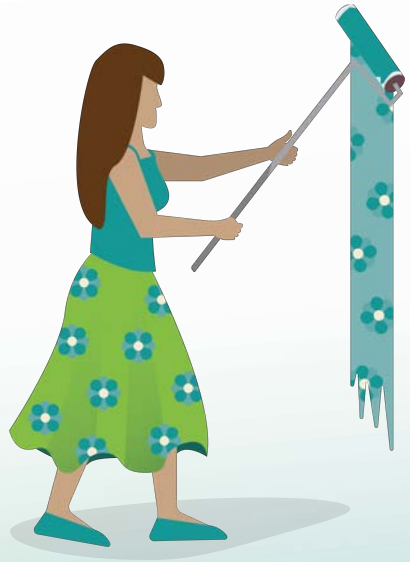
The Personalization Paradox

Why Companies Fail (and How to Succeed) at Delivering Personalized Experiences at Scale



Val Swisher, CEO

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The Personalization Paradox

The Book

Now available!

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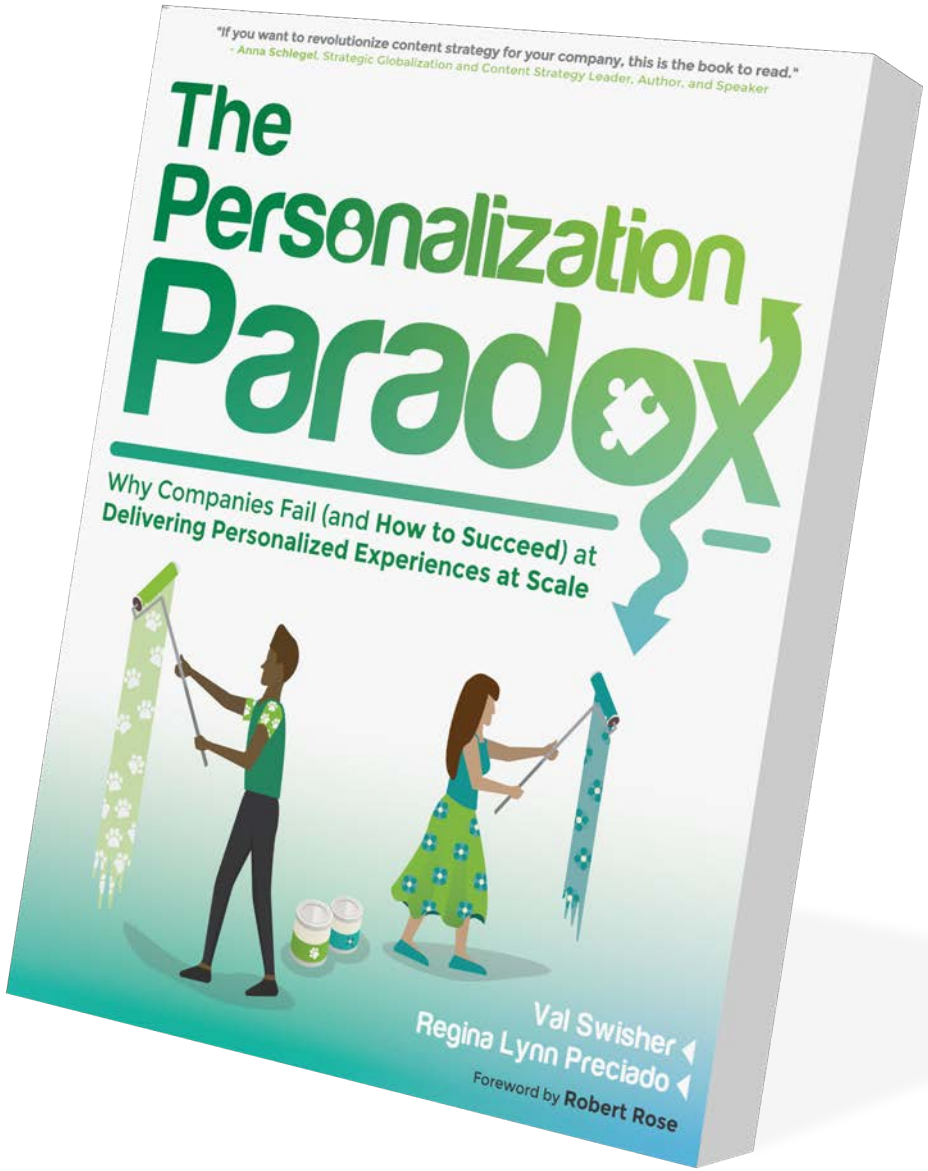

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Personalized Experiences

- Deliver
  - The right content
- To
  - The right person
- At
  - The right time
- On
  - The right device
- In
  - The language of their choice

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Making Information Easy to Find is Not New

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- Pliny the Elder (AD 23 – 79)
  - The Natural History in 37 Books
  - Book one is table of contents for other 36 books
- First English Index created in 1575
- Card Catalog created in 1700s
- TOC, LOF, LOT, Indexes – all ways to help people locate information quickly
- Importance of search in the internet era

21st Century Findability

- Natural outgrowth of quest to make it easy for people to find what they need
- Based on pushing the correct information
- Relies heavily on automation
- Will continue to get easier as Artificial Intelligence becomes more ubiquitous

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Most companies say that personalizing the customer experience is a critical "must have."

Very few companies believe they are delivering enough personalized content or delivering it well.

Why Do So Many Companies Fail?

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Common Personalization Mistakes

- Starting at the end, rather than the beginning
  - Focusing on delivery rather than creation and management
- Throwing new tools at old content
  - If you throw expensive new tools at the same crappy content, you end up with expensive crappy content
- Same old silos, new paradigm

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The Personalization Paradox

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To Personalize, You Must Standardize.

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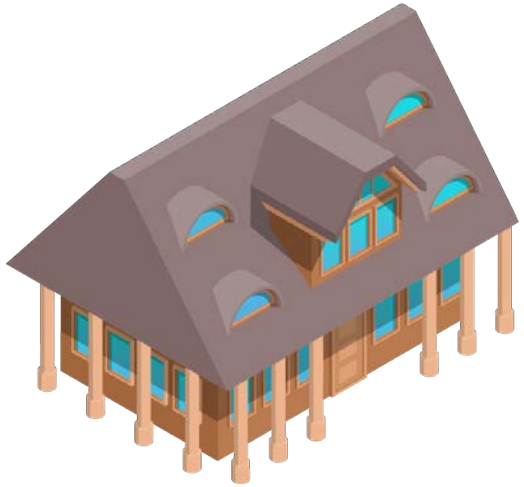
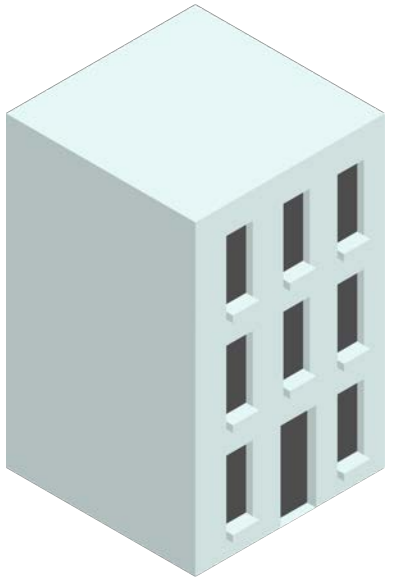
To Personalize, You Must Standardize.





STANDARDIZATION

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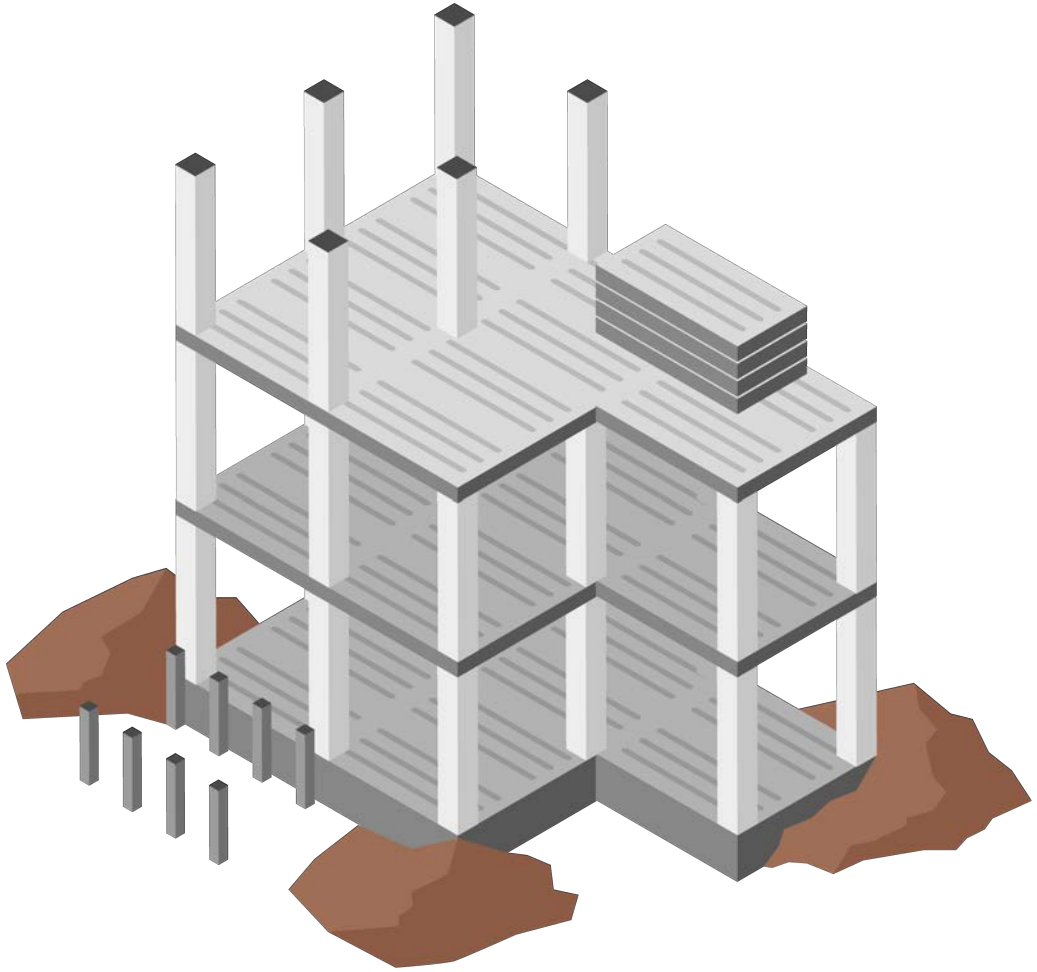
Personalization Done Just Right

- The balance between standardization and personalization becomes even more important when building at scale
- An apartment building with identical units will be the cheapest to build
  - Will it satisfy the needs of each tenant?
- A neighborhood of completely custom-built units will suit everyone's needs
  - It will take a lot of time and money to construct



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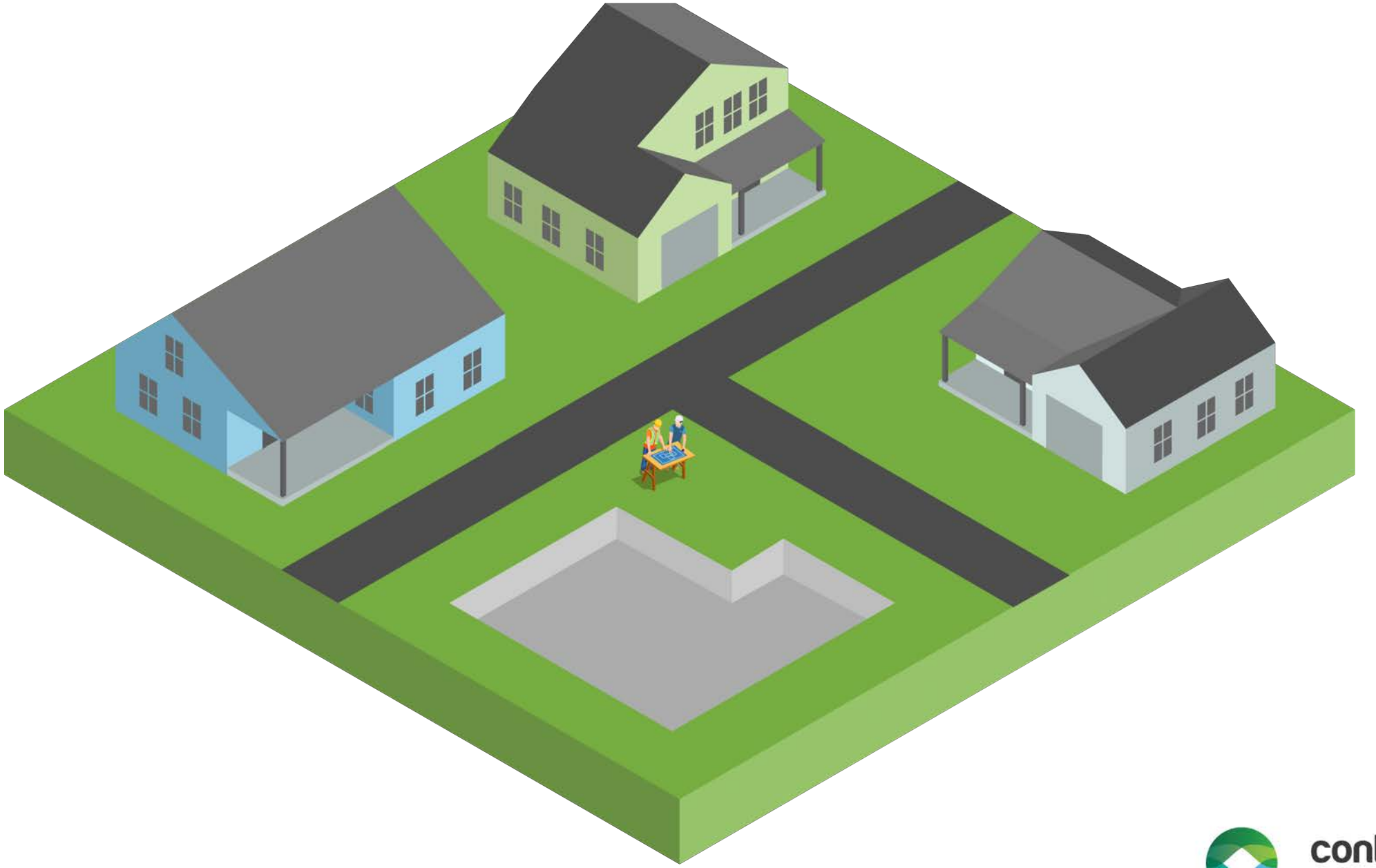

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The Goal

- Personalized experiences that meet customer needs
- Efficiently created using standards
- At scale

And herein lies the paradox. In order to create nimble, reusable pieces of content that can be combined, on the fly, in different ways for different people and different devices, ***you must standardize everything about the content***.

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The Five Dimensions of Standardization

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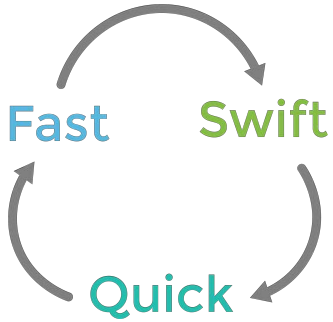
The 5 Dimensions of Standardization

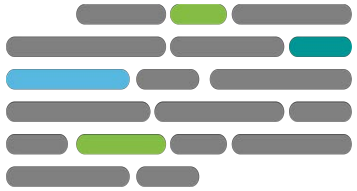
Output Types



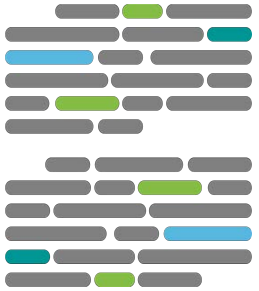
Words

The **quick** brown fox jumps over the lazy dog.

Sentences



Paragraphs



Components

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Output Types

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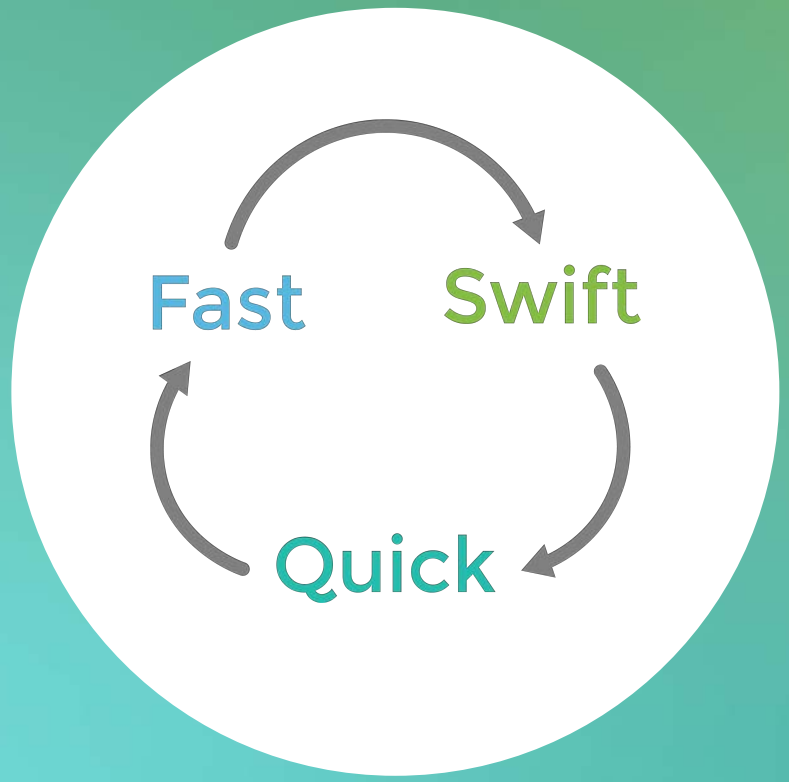
The output type determines what content to **deliver**, in what order, to produce a final deliverable.

Output type is like the **floor plan for** your home. It is the invisible structure that creates consistency and usability.

Words



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Standardize your terminology so every piece of content you create uses the same term to mean the same thing.

Terminology is like your fixtures -- it's the smallest detail that makes the house a home.

Sentences

The quick brown fox jumps over the lazy dog.

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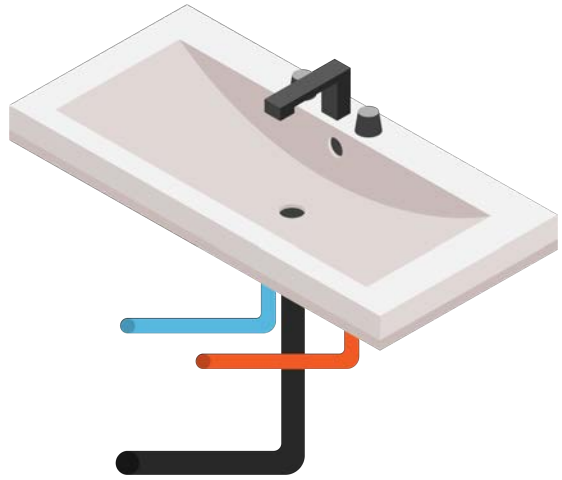
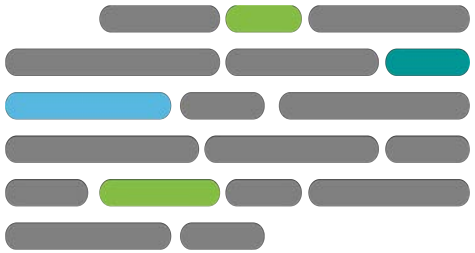
The standards that govern plumbing and electrical systems define how various fixtures are combined.

Grammar and style rules govern how words are combined. For the system to work, everyone needs to follow the rules.



Paragraphs



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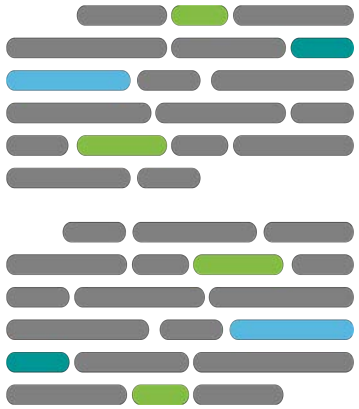
The paragraph is where you define the tone and voice of your company.

A consistent aesthetic builds your brand and gives your home a distinct personality.

Components



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The component is an independent unit of content that can be combined with other components to deliver an experience.

A component is a room in your house.

Once you standardize everything about the content, you can create nimble, reusable pieces of content that can be combined, on the fly, in different ways for different people and different devices.

You can deliver ***personalized experiences at scale***.

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The Future of Personalization

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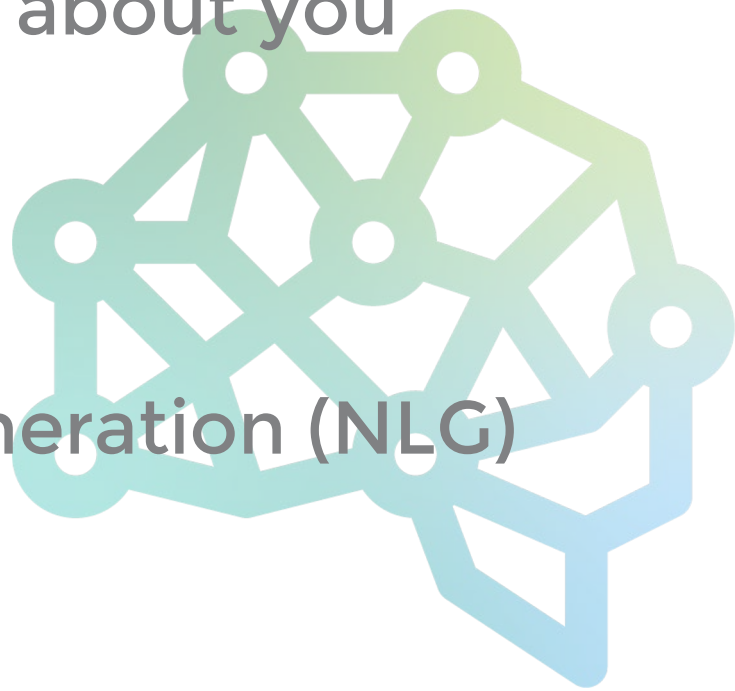
Artificial Intelligence Will Change Personalization

- Use complex algorithms in the form of artificial neural networks (ANNs) to determine what content you need
- Use machine learning to understand more about you
- Aggregate content from many sources
- Deliver content in any format
- Create content using natural language generation (NLG)



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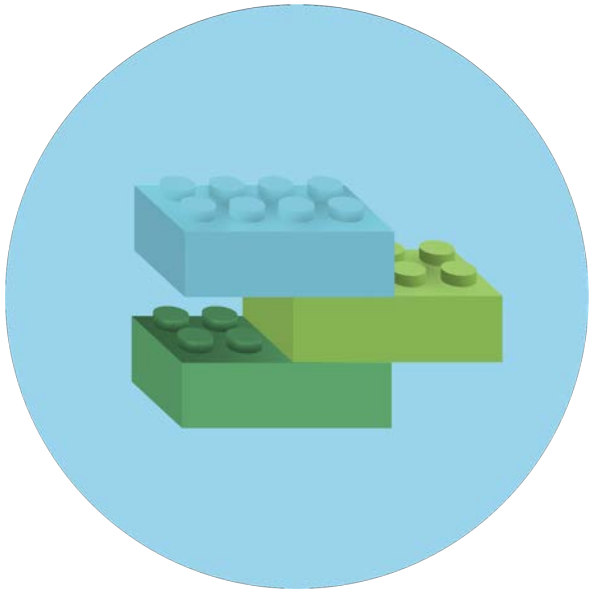
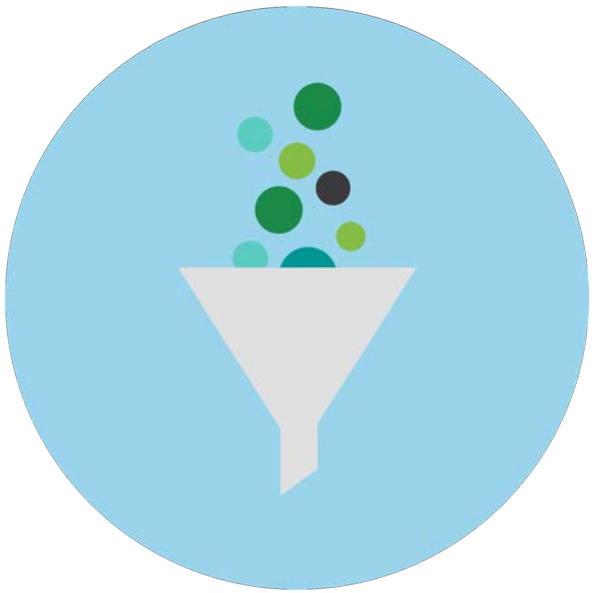
3 Important Things You Can Do to Prepare for AI



Structure Your Content



Curate Your Content

Create Question/ Answer Pairs

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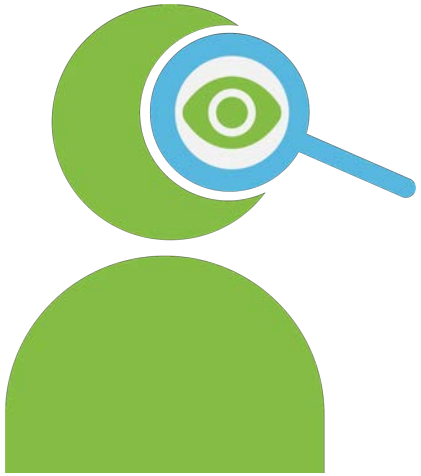
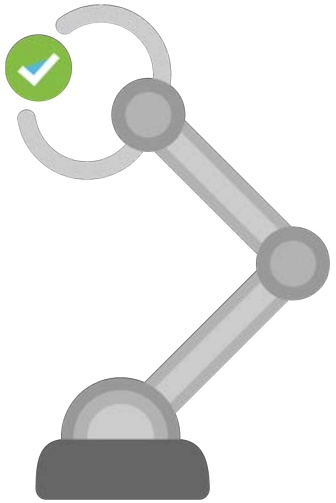
Structure Your Content



Easier for people and machines to analyze



Organizes content in a machine-friendly way

Provides a way to micro-focus on important content

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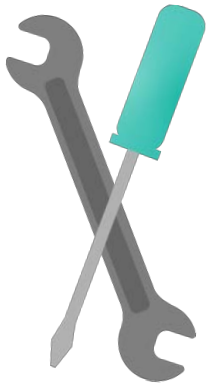
Curate Your Content

- Your AI solution will produce better results if you curate your content now



Fix

Inconsistent
Inaccurate

Discard

Out of date
Not important
Not accurate
Not fixable

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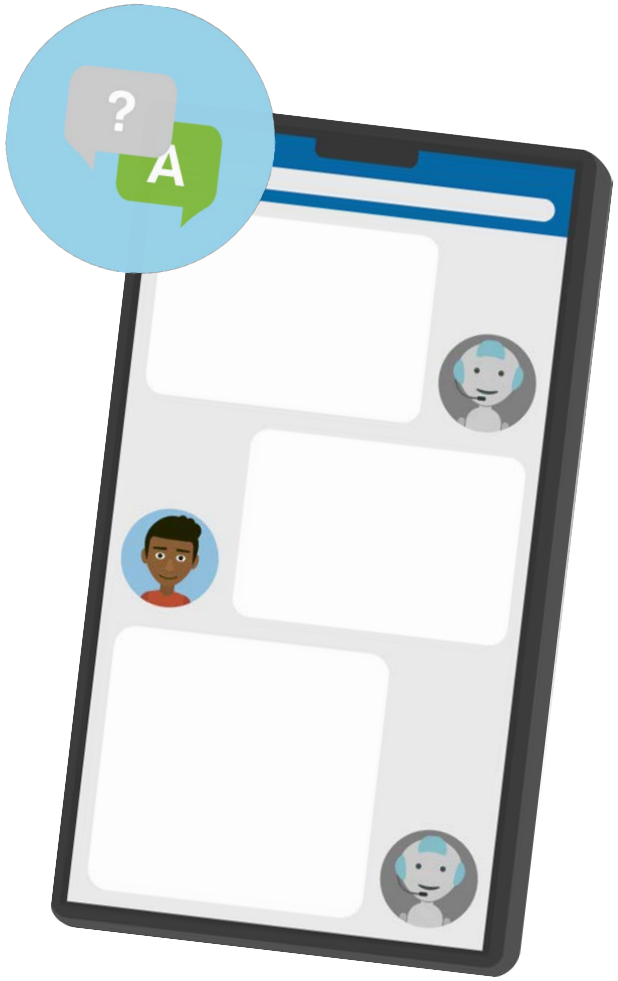
Create Question/Answer Pairs

- Used to begin the machine learning process
- Simple one sentence questions and one sentences answers work best
- Can be used for chatbots immediately and machine learning later



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Summary

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To Create Personalized Experience at Scale

- Chunk content into reusable components
- Standardize everything
  - Words
  - Sentences
  - Paragraphs
  - Components
  - Output types
- Prepare for AI in the future

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Val Swisher, CEO

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- Industry expert on intelligent content, content strategy, content optimization, and global-readiness
- Believes that content should be easy to read, efficient to create, and cost-effective to translate
- Co-Author of “The Personalization Paradox: Why Companies Fail (and How to Succeed) at Delivering Personalized Content at Scale” (XMLPress)

Our Legacy

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Founded in 1994

Over 250 Customers

Over 5000 Projects

Our Services

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Unified Content Strategy

- Content Audit and Analysis
- Structured Authoring
- Taxonomy and metadata
- Content Reuse
- Workflow
- Governance

Global Content Strategy

- Global content analysis
- Pre-translation editing
- Structured Authoring
- Multilingual enterprise content management & content quality audit

Content Transformation

- Breathe new life into content
- Legacy content transformation
- Tools and processes for successful digital transformation

Content Development

- Supplement your staff
- Provide specialized knowledge
- Scale up and down
- Spend time and money wisely
- Get Productive fast

Content Optimization

- Content Quality Upgrade
- Linguistic analysis
- Terminology management
- Pre-translation editing
- Multilingual quality audit
- Global readiness training

Some of Our Clients

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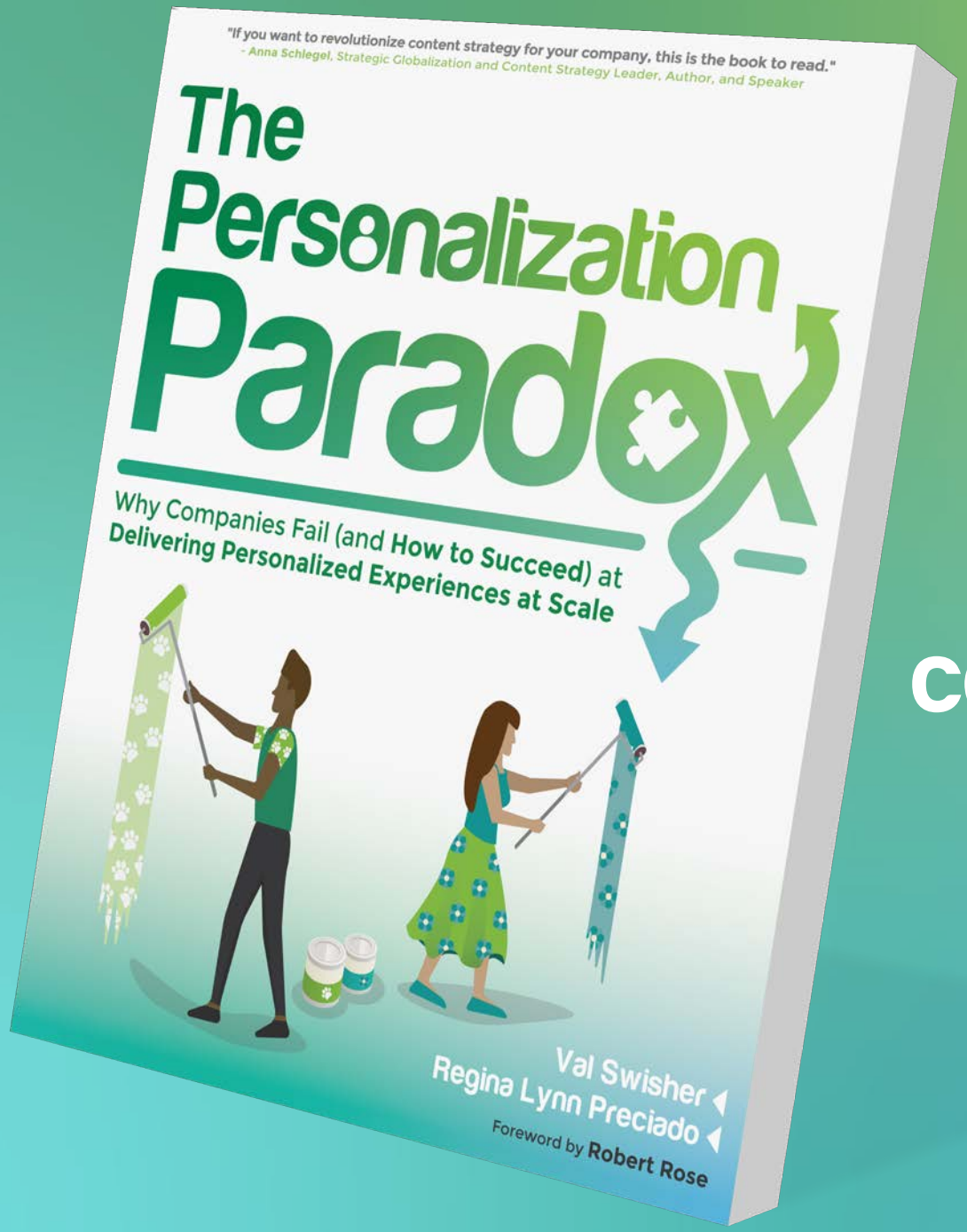

This is a powerful book on how today's enterprise can make personalized content happen. Use it wisely and succeed while your competitors flounder.

-Joe Pulizzi Founder, The Tilt & Content Marketing Institute

Now available!

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Questions?

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Thank You!

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