

What are the personalization strategies of winning organizations?

How are organizations building the muscles they need to deliver on personalization? Blend commissioned Forrester Consulting to look at the financial institutions that are excelling when it comes to personalization of the customer journey and found that they focused on several key areas.

Key focus area and overperformance

Build a holistic understanding of your customer.	+ 109%
Ensure advice and recommendations deliver value .	+ 102%
Be there when customers need you by personalizing effectively across the customer lifecycle.	+ 94%
Be there where customers need you by personalizing effectively across all channels.	+ 81%
Empower employees across the whole organization to deliver relevant value to customers.	+ 70%
Reduce friction across the lifecycle.	+ 58%
Expand personalization across the full scope of products.	+ 26%
Be proactive in leveraging your understanding of customers.	+ 24%

FORRESTER®

A commissioned study conducted by Forrester Consulting

Dive deeper into personalization.

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