

Video Transcript

How to Use AI to Personalize Your Customer's Experience

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The other main-course recipe of AI is personalization. Let's go through a similar example to make this concept clearer. Robert is in charge of the grocery shopping and meal planning in his busy home. He shops once a week at Astro's Grocery. Robert is thrilled with the new mobile app. He used to receive emails from Astro's Grocery and shop in-store, but switching to the mobile app works better for his lifestyle. He loves it so much that he's now a loyal, high-value customer. With the app, it's now easy for Robert to place his weekly order, track his favourite recipes and even earn discounts. The app stores his order and sends out push notification when it is ready to be picked up. Marcella, the marketing manager uses AI to ensure that the push notification gets to Robert's device when he's most likely to open it. With AI she's able to automate sending at the best time for each contact and app. AI simplifies Marcella's job, as well as Robert's customer experience.

Our next shopper, Rio, is a regular at Astro's Grocery. She's preparing for Thanksgiving for her large family and looking for the best deals. She checks the Astro's Grocery website and signs up for the email list and sees that there are daily coupons. She receives a welcome email, and in the welcome email she notices an in-email form where she can select her preferences. She selects that she wants to be contacted via email daily, she selects her interest as "deals and steals," and she also marks that she's interested in some recipes. These choices are stored and connected to all of Marcella's marketing tools. When Marcella designs customer experience paths for her shoppers she trusts her AI tools to recommend strategies based on collected data. Trust is the foundation of building personalized customer communication. The shoppers at Astro's Grocery are willing to share information with the brand, because they trust it will improve the shopping experience. Rio is now segmented into an email campaign journey. The next day, she sees a coupon roundup in her inbox. She opens it and saves the coupons that are relevant to her. Because she interacts with the email daily, she begins to notice improvements. The email, which was typically sent out at 7 a.m., now comes to her inbox at 8 p.m. Rio likes to scroll for deals before bed. She also begins to notice that the recipes at the bottom of her email are more focused on her interests—baking, weekday meals, cheesy and warm!

Robert and Rio are very different types of shoppers, but they are equally engaged with Astro's Grocery. This is because AI ensures that they remain on the paths that are particular to their interests. Personalization builds brand loyalty. AI also helps create the personalized experiences the customers have come to expect. For example, AI supports Marcella when she is writing copy for marketing campaigns. AI illustrates the words, phrases, and tones that resonate with her subscribers. Marcella can craft messages that employ language that leads to email and push notification opens. Astro's Grocery shoppers, both email and mobile, love emojis, food puns, and enthusiasm!

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