

Are You Ready for Anything in the Era of I?

MODERN TECHNOLOGY HAS CREATED AN "ERA OF I"

Where personalized experiences are no longer just nice to have, they're essential to stay competitive.



84% of C-level executives see customers wanting more personalized experiences

70% see this trend in their employees

Nearly **two out of three** managers say the shift is a **growing challenge** in their ability to compete effectively



ORGANIZATIONS NEED TO EMBRACE THE ERA OF I

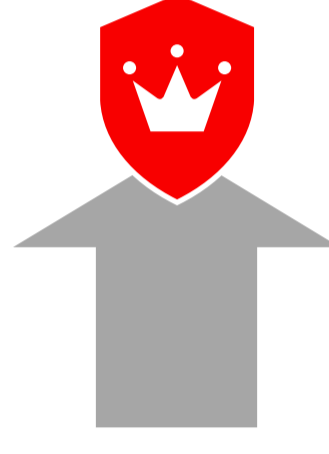
Organizations offering personalization

Can earn

18%
additional revenue



And



increase employee satisfaction by **94%**

But not everyone is ready for the age of the individual



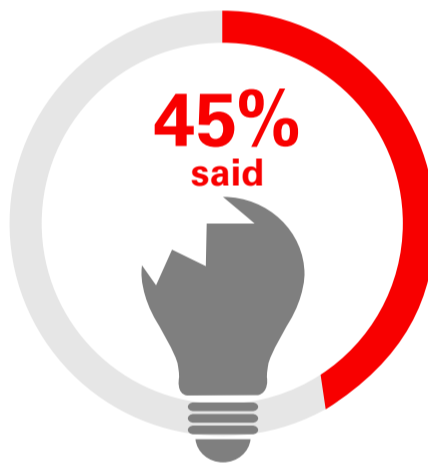
Less than 20% of the C-level executives surveyed give their organization an **A** in its ability to offer highly individualized customer or employee experiences

WHAT'S AT STAKE?

Executives predict that weak personalization could cost their business



Customers



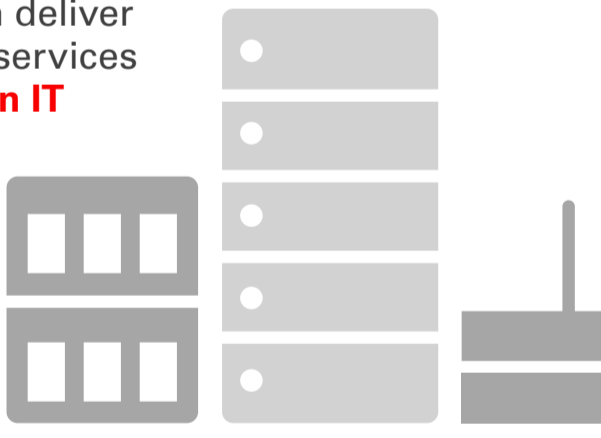
Talented employees



Revenue

HOW CAN ORGANIZATIONS SUCCEED IN THE ERA OF I?

97% think they can deliver personalized services by **investing in IT**



INVESTMENTS IN PERSONALIZATION PAY OFF

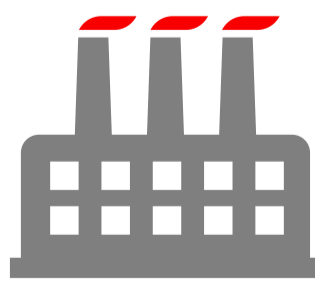


Organizations with double-digit **revenue growth** rated themselves significantly **ahead of the curve** in offering **individualized experiences**

WHAT SPECIFIC TECHNOLOGIES ENABLE PERSONALIZATION?



Customer experience solutions



Industry-specific technologies



Business intelligence tools

IS YOUR ORGANIZATION READY FOR THE ERA OF I?



Explore the full survey findings

and see how you can deliver more personalized experiences and be ready for anything.