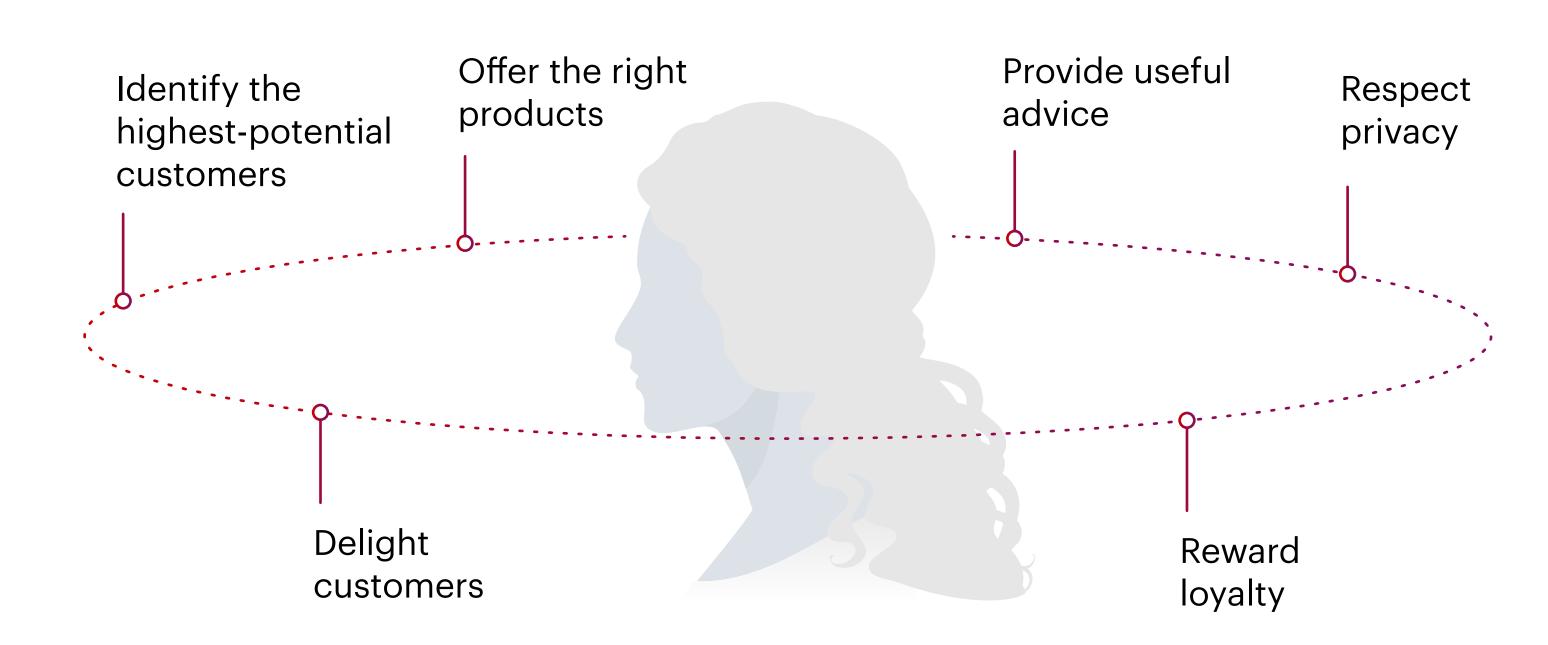
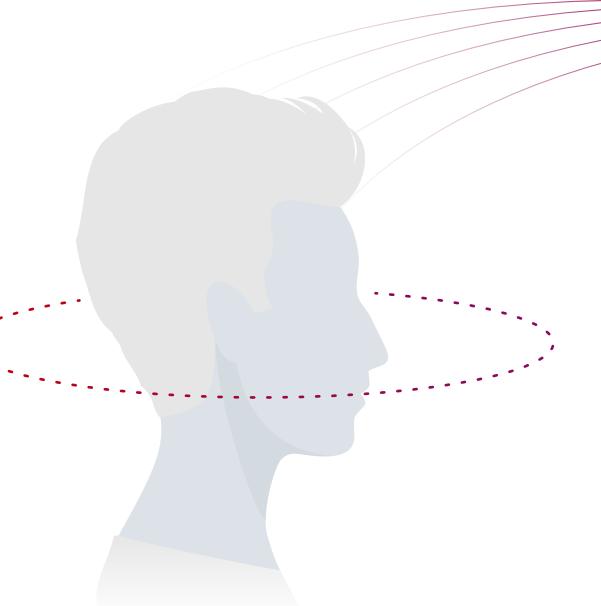
The hyperpersonalization advantage

It helps telcos:



With AI, hyperpersonalization can now solve the "back book" challenge of tracking millions of customer interactions



Hyperpersonalization pays off

80%

more (38% on average) when their experience is personalized

of business leaders say consumers spend



rate when Bain's proven approach is applied

potential increase in conversion

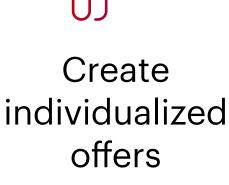
conversion rates, and ROI

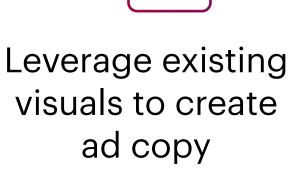
Companies that provide it boost NPS®,

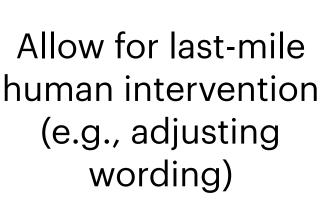
Generative Al is a game changer for hyperpersonalization at scale It can do all this, and more:



content







A dynamic content library

The right IT

architecture

Getting there isn't easy

It requires:

A clear understanding of customer value

Relevant

data

A customer-centric

operating model

develop a robust hyperpersonalization

A test-and-learn approach is the key-

start small, learn, and adapt for

a smarter future

strategy We can help deliver a strategy powered by generative AI and supported by the right mix of front- and back-end enablers, including:

How to quickly

The ability to create easily understandable and actionable customer lifetime value-based microsegments

Rapid generation of ad copy options to build marketing campaigns at lower cost

technically demanding environments

An ideal route

to success even

in challenging and

NICE Systems, Inc., and Fred Reichheld