Deliver Personalized Experiences by Understanding Customer Intent
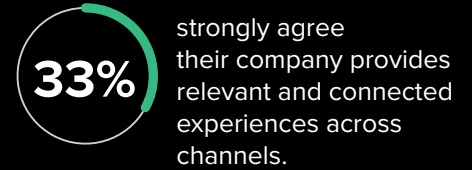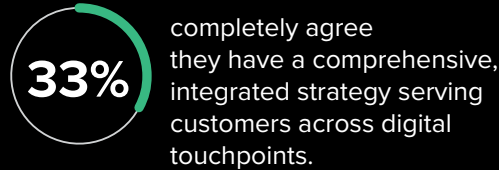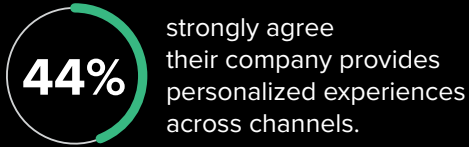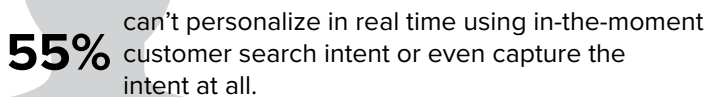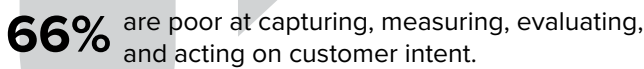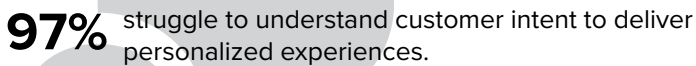
FORRESTER®

PERSONALIZATION IS A PRIORITY, BUT EXISTING CAPABILITIES ARE OUT OF TOUCH

Personalization and omnichannel capabilities are decision-makers' top priorities, yet only:

44% strongly agree their company provides personalized experiences across channels.

33% completely agree they have a comprehensive, integrated strategy serving customers across digital touchpoints.

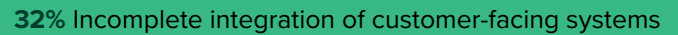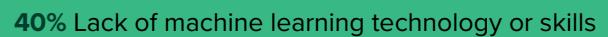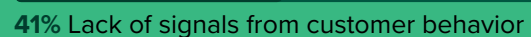**33%** strongly agree their company provides relevant and connected experiences across channels.

YOU CAN'T ACHIEVE PERSONALIZATION WITHOUT UNDERSTANDING CUSTOMER INTENT

Understanding intent behind real-time customer behavior allows brands to effectively personalize experiences, yet:

97% struggle to understand customer intent to deliver personalized experiences.

66% are poor at capturing, measuring, evaluating, and acting on customer intent.

55% can't personalize in real time using in-the-moment customer search intent or even capture the intent at all.

CUSTOMER INTENT ISN'T PROPERLY CAPTURED

Brand leaders find uncovering customer intent difficult, due to:

41% Lack of signals from customer behavior

40% Lack of machine learning technology or skills

34% Inability to derive insights from customer signals

32% Incomplete integration of customer-facing systems

32% Inability to understand customer context

UNDERSTANDING INTENT RESULTS IN MAJOR BUSINESS BENEFITS

Those who utilize their customer search solution to understand real-time intent are:

52% more likely to report major revenue growth gains.

41% more likely to report major innovation gains.

29% more likely to report major operational efficiency gains.

Read the full study