

Personalizing
the

EXPERIENCE



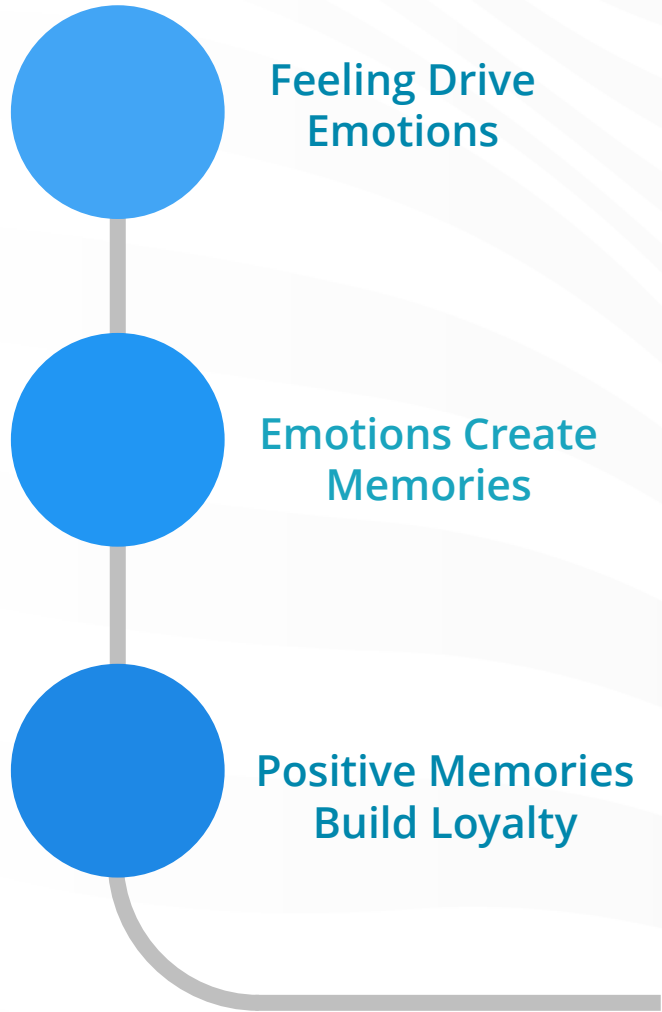
What is customer Experience?

The internal and subjective response customers have to any direct or indirect contact with a company.

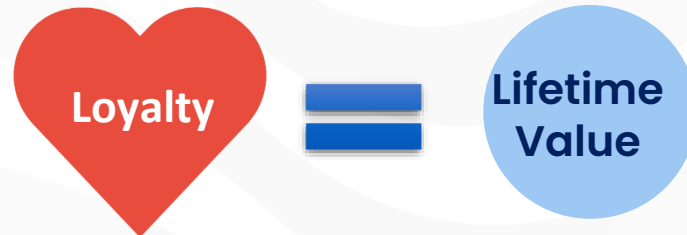
- Harvard Business

How customers perceive their interaction with your organization.

- Forrester



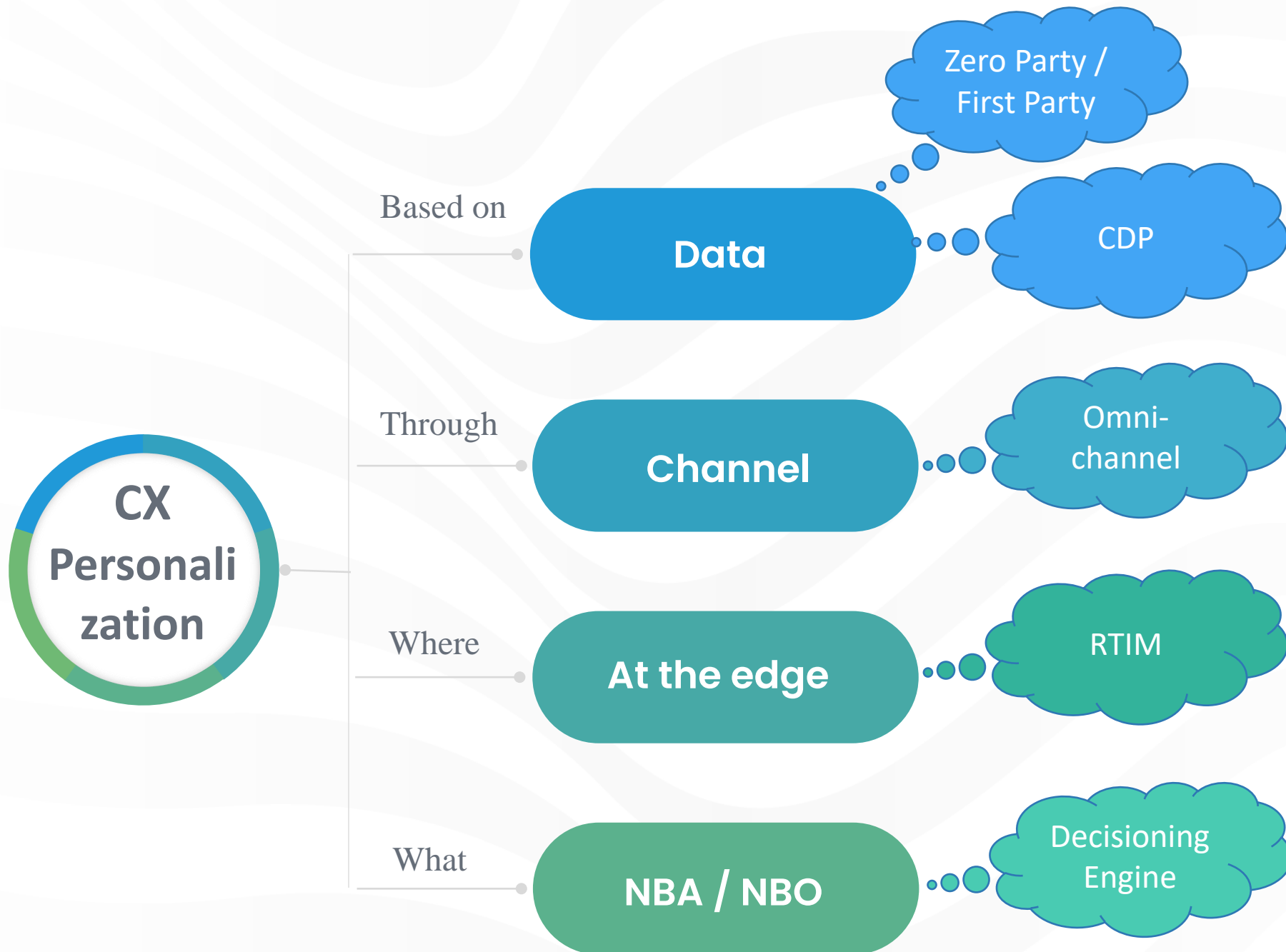
70% of buying decisions are based on how a customer feels - Mckinsey



Personalization in customer experience

Means designing or producing services and products to meet customer's individual requirements.
... This is a quick and easy way to roll out a personalized customer journey, which will inevitably result in happy future customers.







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