



Personalisation programme

Great State - July 2018

Great State's personalisation programme

Stop Talking; Start Doing

Accelerate your brand to stay relevant amid rising consumer expectations with our rapid and iterative programme to identify personalisation opportunities, equip you to realise them and continually evolve.

Whether you're already doing some personalisation, on a mature platform such as Sitecore or have not yet started, Great State will empower you with a credible plan that will get you moving with personalisation in a matter of weeks.

Step 1: Personalisation audit & strategy

2-3 weeks

Great State will conduct interviews and workshops with your key business and technology stakeholders, give you a benchmarkable personalisation score and develop a bespoke personalisation strategy for your brand.

Our unique personalisation framework gives you a score based on 7 critical measures of personalisation effectiveness:

- 1. Consumer insight and expectations**
- 2. Customer data**
- 3. Business objectives and strategy**
- 4. Business case and priority**
- 5. Personalisation strategy and progress**
- 6. Staff and processes**
- 7. Technology**

Based on your score, we'll develop a personalisation strategy that your whole organisation will buy into.



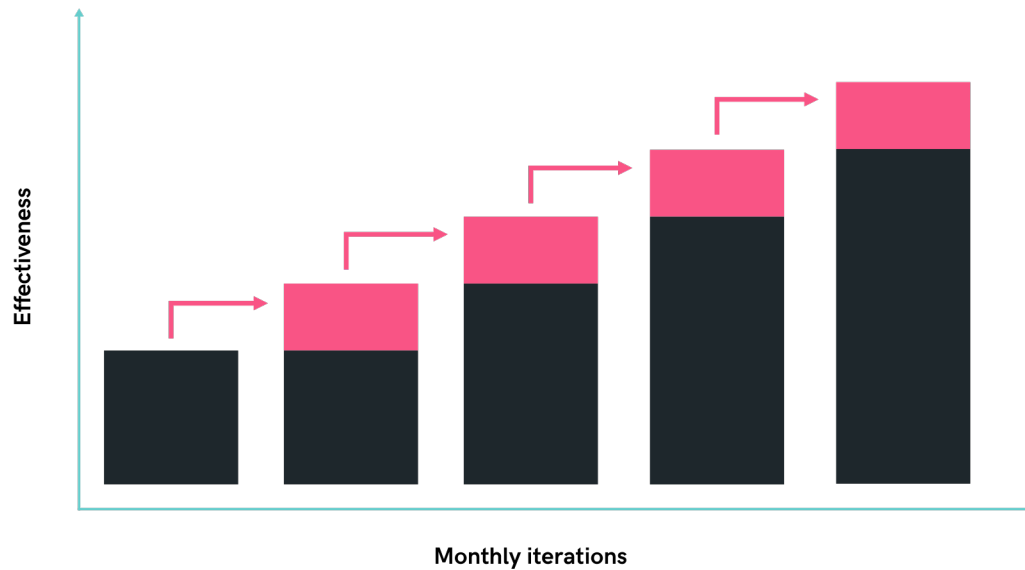
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Step 2: Setup, measure, iterate and automate

Monthly iterations

Following the audit and strategy, Great State will set up all the relevant tools and training to start personalising, then regularly measure, improve and progressively introduce predictive and automated personalisation through rapid delivery cycles.



Great State is a brand technology agency. We help brands stay relevant in a connected world - ensuring the experience they offer exceeds the expectations of their customers. We are famous for our work for brands including adidas, Arla, Honda, Mondelez, Orange and the Royal Navy.

As a certified Sitecore Gold Partner, we have been using personalisation to deliver game-changing digital transformation programmes for Kia, Bristol Airport and the Royal Navy.

Isn't it time to stop talking and start doing personalisation?

Contact miranda@greatstate.co to book in your personalisation audit today.

