Personalization Pre-Study

From Insight to Action: Scale Growth Through Personalization

Personalization means tailoring experiences for customers, distributors, resellers, and end users based on their behavior, preferences, and data to increase sales, improve loyalty, and boost efficiency.

A personalization pre-study unlocks scalable growth by turning insights into action. By examining your personalization maturity and untapped potential, we identify high-impact development areas and craft a strategic roadmap tailored to your business goals.

SOLTEQ

Bridging the Gap Between Data and Experience

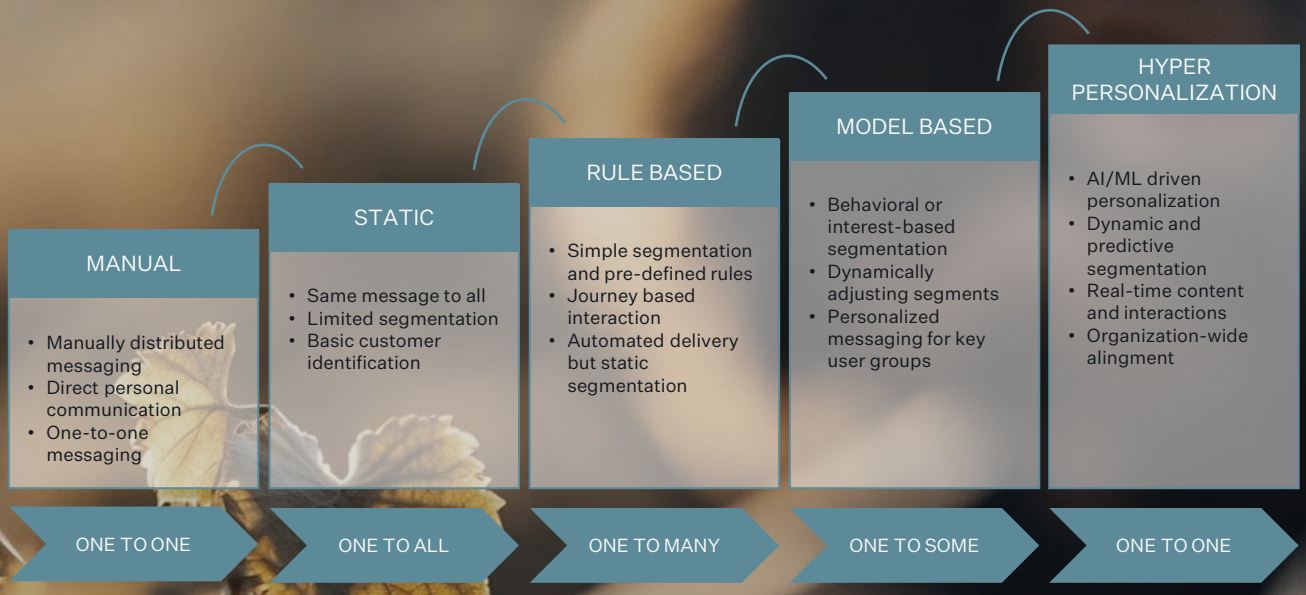
Are you still guessing, what your customers need?

Businesses often lack visibility into customer behavior, leading to missed upselling opportunities and generic digital experiences.

We help you transition from intuition to insight by identifying gaps between your current and the envisioned personalization capabilities, use cases, and development targets. You can confidently begin your journey toward scalable growth with actionable insights and objective recommendations.

Evolving Personalization Maturity: Why It Matters Now

Personalization maturity steps



Personalization in digital channels is no longer optional. Your critical stakeholders expect intuitive and personalized experiences. By anticipating their needs and tailoring content, offers, and portals, you can increase repeat sales and improve loyalty without burdening resources.

Tangible Outcomes

for Personalization

Drive Sales with personalized portals and offers

Build Loyalty through relevant content

Guide Innovation with customer insights

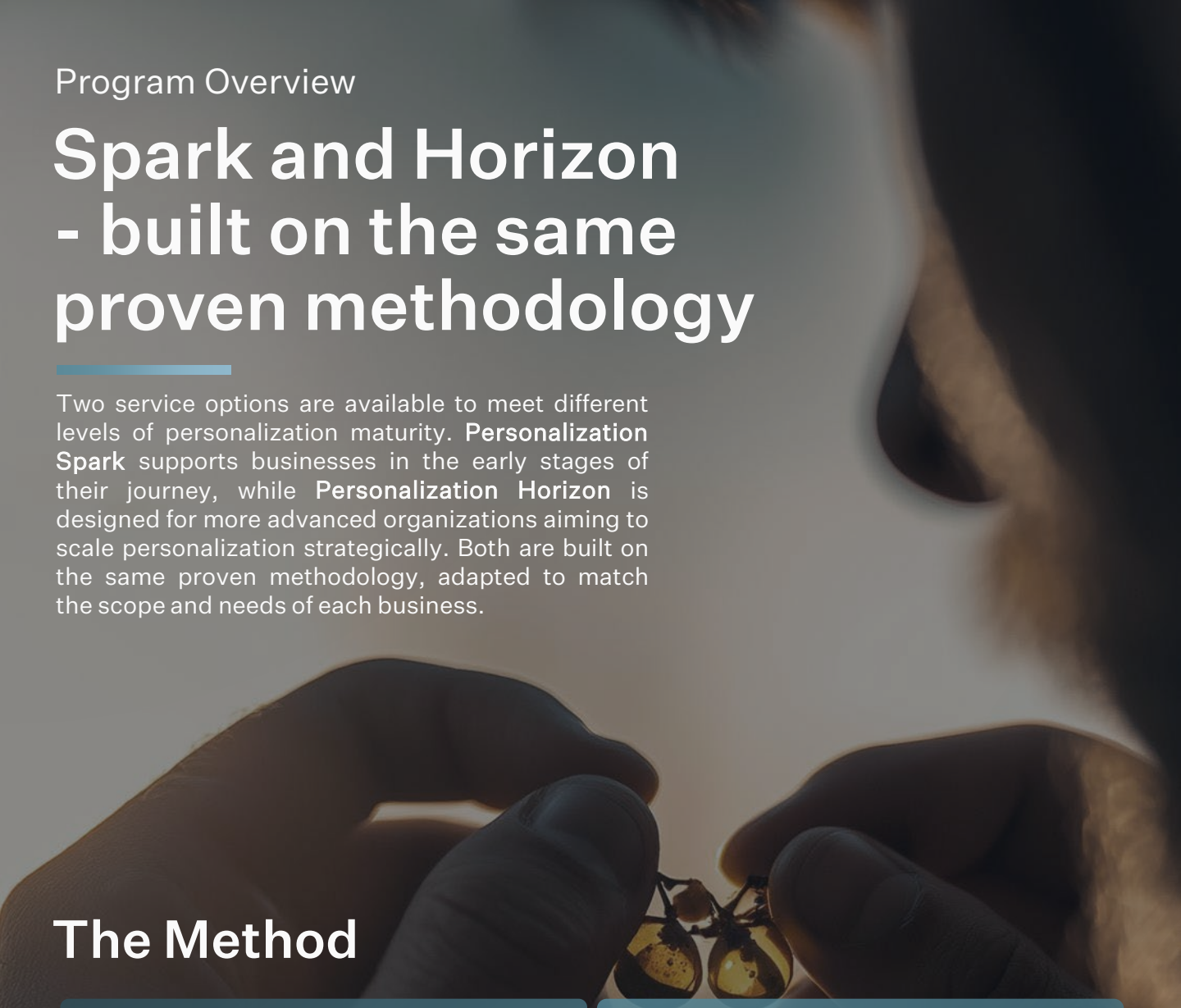
Streamline Operations via automation

Scale Effectively with repeatable AI-powered experiences

Program Overview

Spark and Horizon - built on the same proven methodology

Two service options are available to meet different levels of personalization maturity. **Personalization Spark** supports businesses in the early stages of their journey, while **Personalization Horizon** is designed for more advanced organizations aiming to scale personalization strategically. Both are built on the same proven methodology, adapted to match the scope and needs of each business.



The Method

1. Maturity Assessment

2. Omnichannel Customer Experience

- ✓ Defined key customer segments and touchpoints
- ✓ Mapped customer journeys for key segments

3. Technology & Data

- ✓ Mapped technological needs and capabilities
- ✓ Data readiness and capabilities

4. Vision & Strategy

- ✓ Personalization strategy based on vision and maturity
- ✓ Target-setting and KPIs for personalization development

In addition, we offer ongoing consulting, feedback, and support throughout the pre-study process. Our pre-designed templates and tools for gathering information make the process rewarding and efficient.

Personalization Spark

Ignite your journey toward tailored customer experiences

Personalization Spark is a pre-study for businesses taking early steps toward tailored customer experiences. It is particularly relevant when:

- ✓ Digital channels provide the same experience for all users
- ✓ Customer data is being collected but not yet actively utilized
- ✓ There is a desire to improve communication relevance, but clarity is lacking on how to begin
- ✓ A business case for personalization is in the making, but structure, benchmarks, and inspiration are needed

Deliverables

The Vision

- ✓ The gap between the current and the desired state of personalization maturity
- ✓ Outlining the key benefits, targets, KPIs, and an estimate for resources needed to execute the vision

Mapping/Piloting

- ✓ Mapping key customer journeys (2–3)
- ✓ Hypothesis-testing for key assumptions (2–3)
- ✓ Creation of one (1) personalization pilot concept

Roadmap for development

- ✓ Identification of key development areas aligned with the vision

Recommendations

- ✓ Recommendations for prioritizing and resourcing development
- ✓ Suggested technologies and third-party solutions to support execution
- ✓ Assessment of training needs

Price: EUR 15,000
(VAT excl.)

Personalization Horizon

Define the vision. Align the strategy. Deliver at scale.

Personalization Horizon is a strategic pre-study ideal for enterprises seeking strategic alignment, cross-functional collaboration, and a roadmap to enterprise-wide personalization.

Deliverables

Strategy

- ✓ The gap between the current and the desired state of personalization maturity
- ✓ Sector-specific benchmarks and use cases
- ✓ A tailored business case outlining the key benefits, targets, KPIs, and an estimate for resources needed to execute the strategy
- ✓ Visual communication assets for internal alignment and decision-making

Mapping

- ✓ Current personalization maturity level and the aimed level
- ✓ Key customer journeys (4–6) and their flows
- ✓ Current and needed capabilities related to technology and business
- ✓ Needed resources

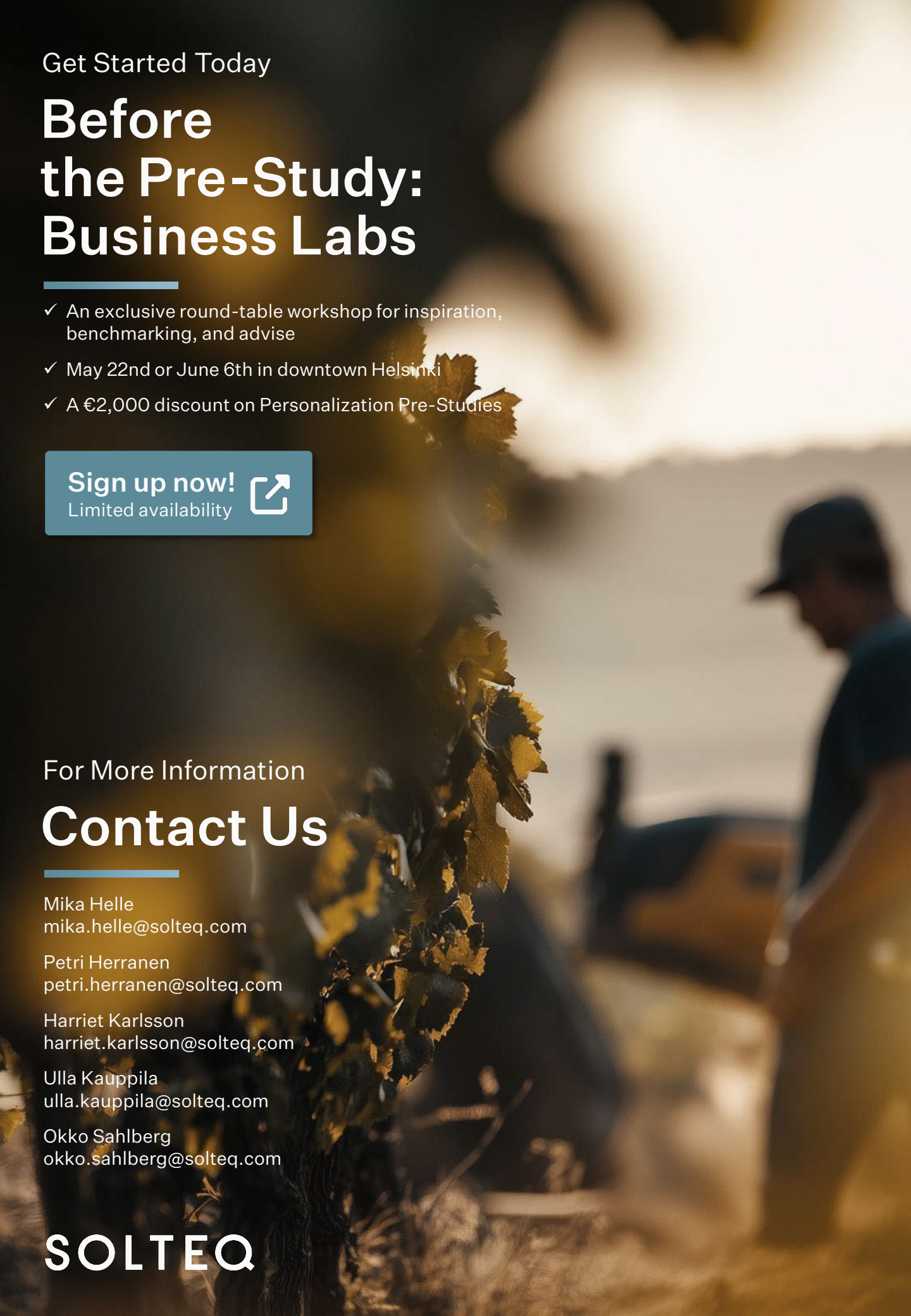
Roadmap for development

- ✓ Identification of key development areas aligned with the strategy
- ✓ Technical blueprints for improving data, platform, integration, AI, and automation capabilities
- ✓ Personalization for the customer journey and flow points

Recommendations

- ✓ Recommendations for prioritizing and resourcing development
- ✓ Suggested technologies and third-party solutions to support execution
- ✓ Assessment of training needs

Price: EUR 28,500
(VAT excl.)



Get Started Today

Before the Pre-Study: Business Labs

- ✓ An exclusive round-table workshop for inspiration, benchmarking, and advise
- ✓ May 22nd or June 6th in downtown Helsinki
- ✓ A €2,000 discount on Personalization Pre-Studies

Sign up now!
Limited availability

For More Information

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