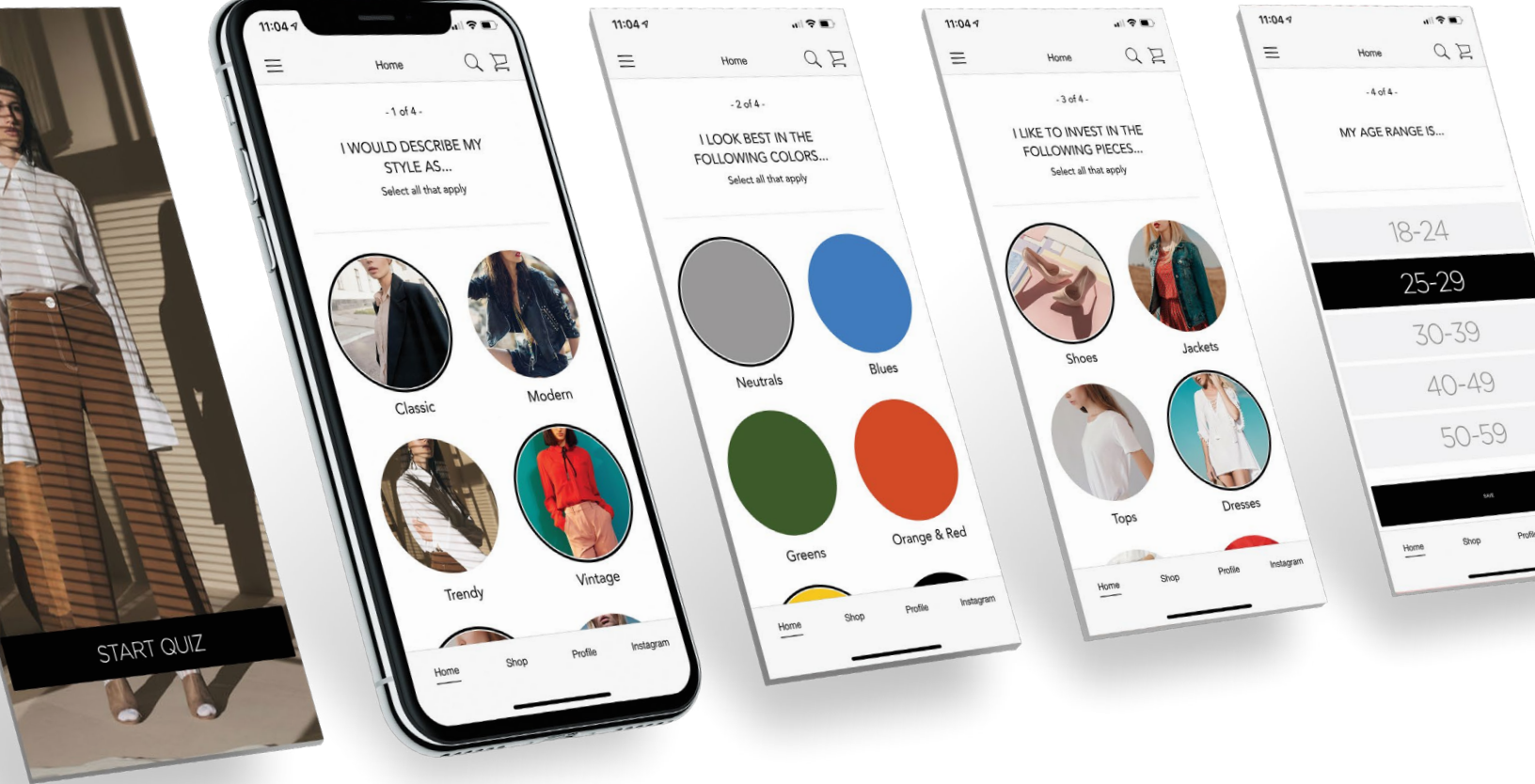


Deeper Customer Insights

Personalization Equals Profit



Personalization continues to be a focus for retailers to significantly improve the shopping experience. Personalization Quiz is a module native to the PredictSpring CMS and can be customized for both store associate and consumer app experiences. In fact, according to Segment, 44% of consumers say that they will likely become repeat buyers after a personalized shopping experience with a particular company.

A custom quiz can be created to provide a unique customer experience and to collect valuable qualitative feedback. Retailers and brands can leverage this data to better understand customer preferences. These insights can be used to inform customers of upcoming collections, new products, special offers, and store-based events.

Brands also benefit from quantitative product insights, which can be pushed to a CRM, so that marketing and analytics teams can better understand customer preferences.

How It Works

A Quiz Served on a Store Associate App:

Store associates can securely store all quiz answers in customer profiles within the app.

A Quiz Served on a Mobile Shopping App:

Consumers can view their quiz results and edit previous answers.

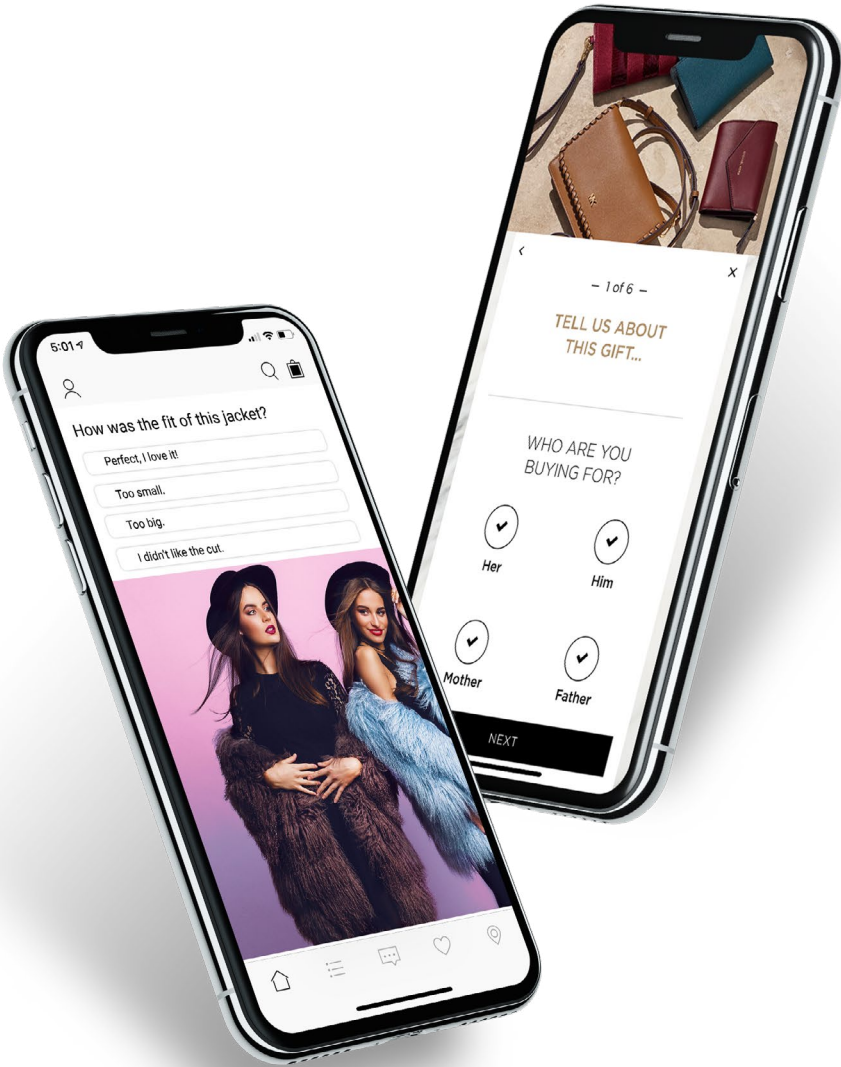
Get the Data Insights

Export data directly from PredictSpring CMS as CSV, TSV, or XML into an FTP or SFTP storage or ingest directly into your CRM.

Customize Experiences with Segmentation

Serve different quizzes based on a specific attribute including gender, new customers, logged in, region, purchase history, loyalty tier, etc.

PREDICTSPRING | PERSONALIZATION QUIZ



PredictSpring Personalization Quiz can be leveraged in multiple fashions to drive customer engagement, increase sales and average order value, including:

- Data Collection Survey
- Customer Vote or Poll
- Stylist Quiz (Integrate with Personal Chat)
- Appointment Summary
- Product Feedback
- Gift Guide

Benefits of Personalization Quiz for Store Associates:

- Provide a More Targeted Experience with Curated Product Recommendations
- Give Associates the Ability to Provide Value with Every Customer Touch
- Increase Basket Size with Product Upsell
- Drive Traffic In-Store and Increase Visit Frequency

Benefits of Personalization Quiz for HQ:

- Improve Product Development with Valuable Data Insights
- Inform Buying and Merchandising Teams of Current Trends
- Reduced Expenditure on Less Popular Inventory



“ We were looking for a way to digitize our in-store appointment summaries. With Personalization Quiz, we no longer collect customer preferences on paper. Instead, we seamlessly send customers an email summary with their sampled products directly from the app. This ensures we provide better customer service in the store and in the time between.

Global Beauty Brand



“ We needed a way to easily collect product feedback for our product development team when in-store shoppers tried on an item but did not purchase a pair of shoes. Personalization quiz provides qualitative and quantitative feedback to HQ with a few simple clicks.

DTC Footwear Brand



“ I need to be able to pass on customer preferences to a stylist ahead of live chat with a customer. This helps make the consultation more personalized to meet the customer needs. This has resulted in an 18% lift in AOV.

Affordable Luxury Retailer