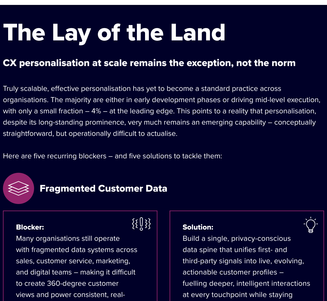
CCW CUSTOMER CONTACT WEEK EUROPE

Mapping the Personalisation Maturity Spectrum

Insights based on survey data collected from over 100 CCW Europe community members. Every respondent either directly controls, or influences, their corporate strategy at regional, divisional, or group level.

How adept is your organisation in leveraging data and technology to deliver personalised interactions at scale?



The Lay of the Land

CX personalisation at scale remains the exception, not the norm

Truly scalable, effective personalisation has yet to become a standard practice across organisations. The majority are either in early development phases or driving mid-level execution, with only a small fraction – 4% – at the leading edge. This points to a reality that personalisation, despite its long-standing prominence, very much remains an emerging capability – conceptually straightforward, but operationally difficult to actualise.

Here are five recurring blockers – and five solutions to tackle them:

Fragmented Customer Data

Blocker:
Many organisations still operate with fragmented data systems across sales, customer service, marketing, and digital teams – making it difficult to create 360-degree customer views and power consistent, real-time personalisation across journeys and channels.

Solution:
Build a single, privacy-conscious data spine that unifies first- and third-party signals into live, evolving, actionable customer profiles – fuelling deeper, intelligent interactions at every touchpoint while staying strictly within modern regulatory frameworks.

Skills and Capability Gaps

Blocker:
Even with the right tools, a significant share of organisations lack the data, analytical, and technical expertise required to drive advanced personalisation – limiting efforts to basic segmentation, rules-based messaging, or one-off campaigns.

Solution:
Drive a shift to agile, customer-centric operating models whereby cross-functional teams use integrated tools and test-and-learn mindsets – embedding a culture of continuous improvement, smarter decision-making, and targeted capability development.

Lack of Strategic Alignment

Blocker:
Personalisation efforts are often executed in silos, without central executive orchestration or alignment to broader business goals – when those anchors are missing, momentum easily stalls, and enterprise-wide impact remains out of reach.

Solution:
Establish dedicated ownership and holistic governance with a clear leader (or small leadership team) responsible for aligning KPIs, bridging disconnected functional gaps, and driving end-to-end personalisation across all digital and physical channels.

Legacy Systems and Infrastructure

Blocker:
Rigid, outdated systems limit access to real-time data and prevent the automation or harmonisation required for scalable, personalised experiences across the CX ecosystem – hindering adaptability, slowing innovation, and increasing operational complexity.

Solution:
Invest in developing a robust, synchronised, flexible technology stack that seamlessly connects critical underlying backend systems (such as CRM platforms, data lakes, ERP solutions) to deliver the right, tailored front-end customer experiences at scale.

Technology-Led, Not Strategy-Led

Blocker:
Personalisation laggards frequently deploy tools and technologies without first formulating clear objectives or a north star vision – typically resulting in low adoption rates, weak return on investment, and diluted brand experiences.

Solution:
Ground technology adoption (AI or otherwise) in strategic intent and measurable outcomes – this involves defining success metrics, developing benchmarks, focusing on high impact use cases, and crafting a roadmap for expansion as the transformation unfolds.

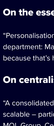
The Path Forward

Wherever an organisation sits on the personalisation maturity spectrum, there's always a path to greater impact. Each stage offers an opportunity to level-up. Consumers are demanding it. With brand loyalty harder to hold on to, delivering personalisation isn't optional, it's mission critical.

This chart frames some relative next best tactical moves:

Adeptness	%	Characteristics	Next best tactical move
Not at all	10%	No personalisation, no strategy	Start with a single customer use case
Slightly	34%	Manual implementation, broad messaging	Embed basic automation and data capture
Moderately	33%	A degree of segmentation, limited scale	Invest in unified data infrastructure
Highly	19%	Multichannel operation, rules-based	Embrace a move to AI-driven decisioning
Extremely	4%	Predictive analytics, real-time execution	Optimise for better ROI and global scale

An Expert Take



Márton Homola
Group-level Head of Loyalty, CRM, Ecosystem and Digital Channels
MOL Group | Digital Factory

On the essence of personalisation:

"Personalisation is no longer just a marketing or commercial activity – it permeates every department: Marketing, data, technology, finance, procurement. It must span the entire enterprise, because that's how it delivers consistent customer value and long-term competitive advantage."

On centralisation:

"A consolidated approach to personalisation is critical. Market-by-market execution isn't inherently scalable – particularly when a brand operates in multiple diverse markets, like we do here at MOL Group. Centralising expertise, data, and learnings in one place maximises efficiency and accelerates the quality and impact of personalisation across every touchpoint."

On the data piece:

"Data is the cornerstone of meaningful personalisation – but data alone isn't enough. Intuition still plays a vital role in sparking bold, creative ideas. The key is to test those ideas rigorously and let data guide what stays and what goes. If every campaign works perfectly, it may be a sign not of success, but of caution – and overlooked opportunities."

On future trends:

"In Europe, there's still not enough dialogue about the role GDPR plays within the personalisation conversation and how to answer the challenges it brings. As brands compete for customer consent, the focus must shift toward how consent is obtained, maintained, and even regained – all from the customer perspective. Essentially, brands need to demonstrate the value of giving consent to customers. In the future, mastering these practices won't just be a legal necessity – it will be a strategic differentiator."

Unpacking Personalisation at the CCW Europe Summit

Getting personalisation right matters. But so few players are doing so. Join Márton Homola and a host of other CX leaders at the CCW Europe Summit where we'll be unpacking how the most forward-thinking organisations are designing human-first, data-powered, loyalty-driving brand experiences – essentially integrating personalisation into every layer of the business.

Be part of the conversation shaping the future of end-to-end CX.

Register Now | View the Agenda