

Personalisation at Scale

Building the roadmap to Loyalty's Future

- Satvir Mundi -

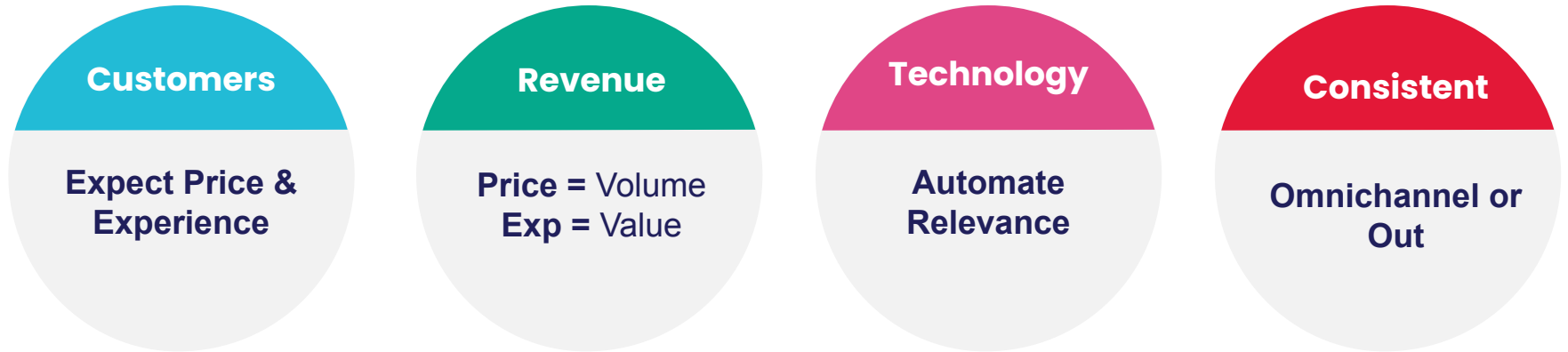


Question to Start

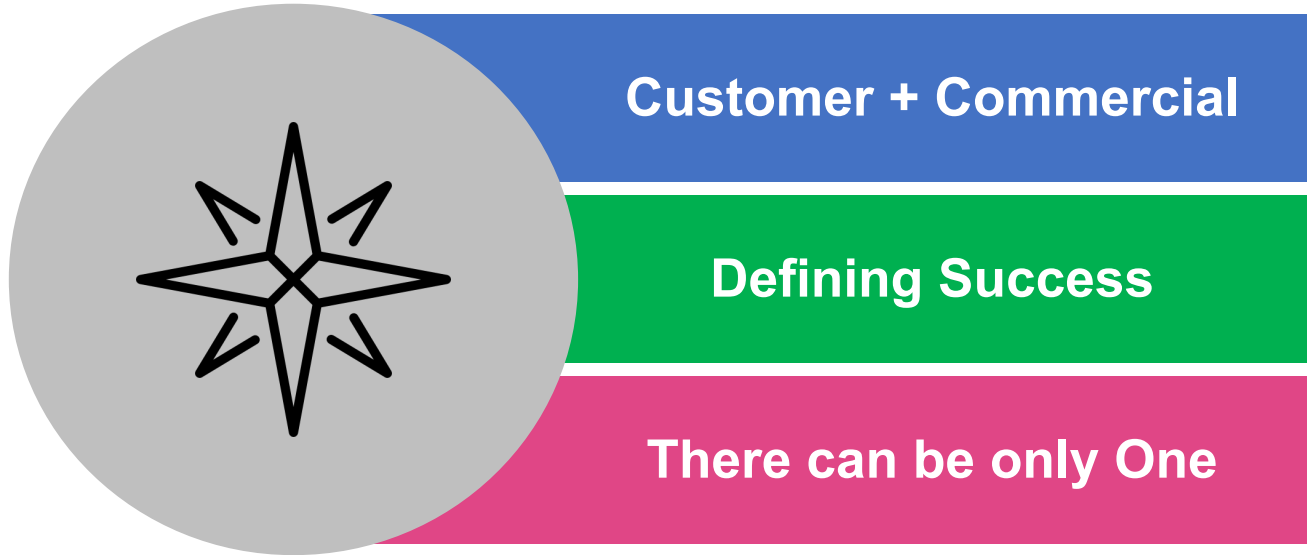
Question: *“In one word, what makes personalisation work?”*

Format: *Word cloud*

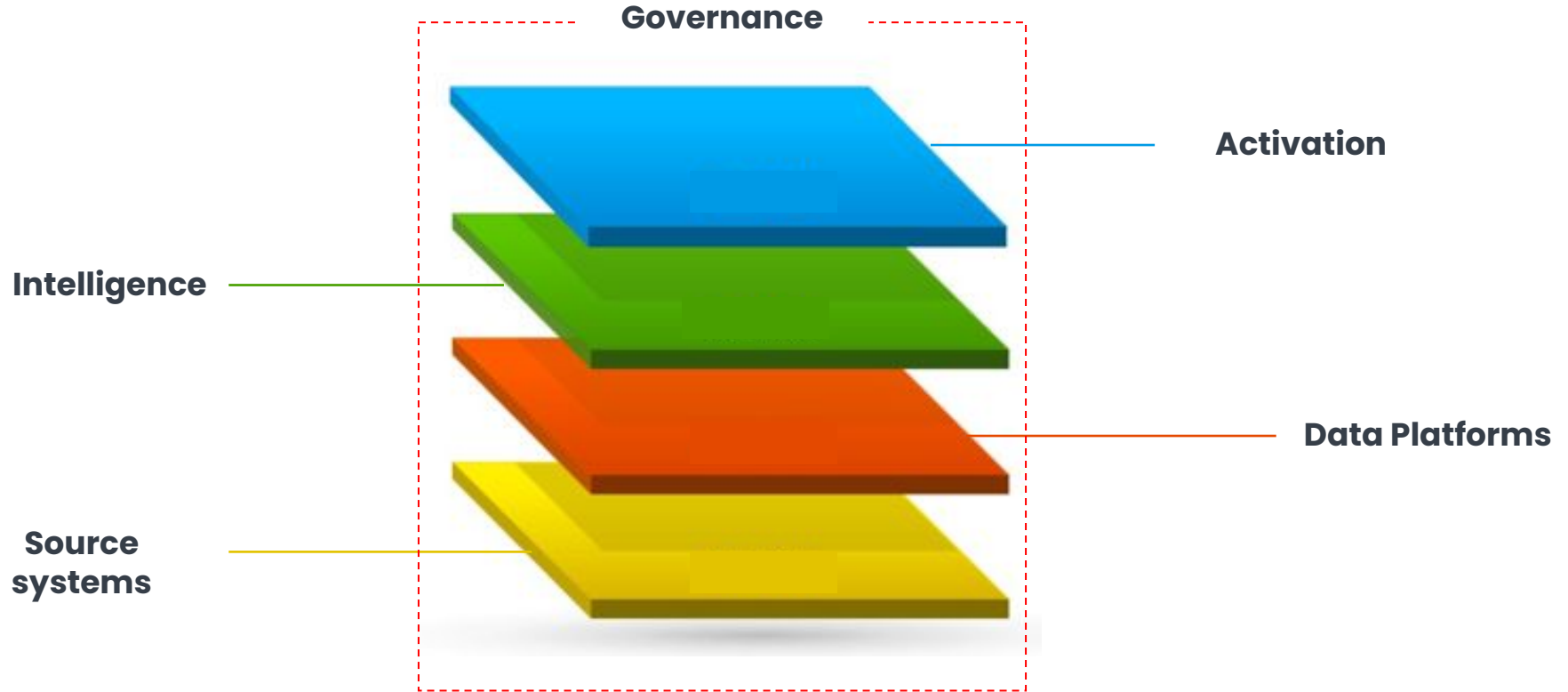
Why now?



Rule 1: Always Start with your North Star



Rule 2: Data is the Foundation



Rule 3: Make the Gaps Visible

	Skills	Technology	Process	Culture
Foundational				
Developing				
Mature				

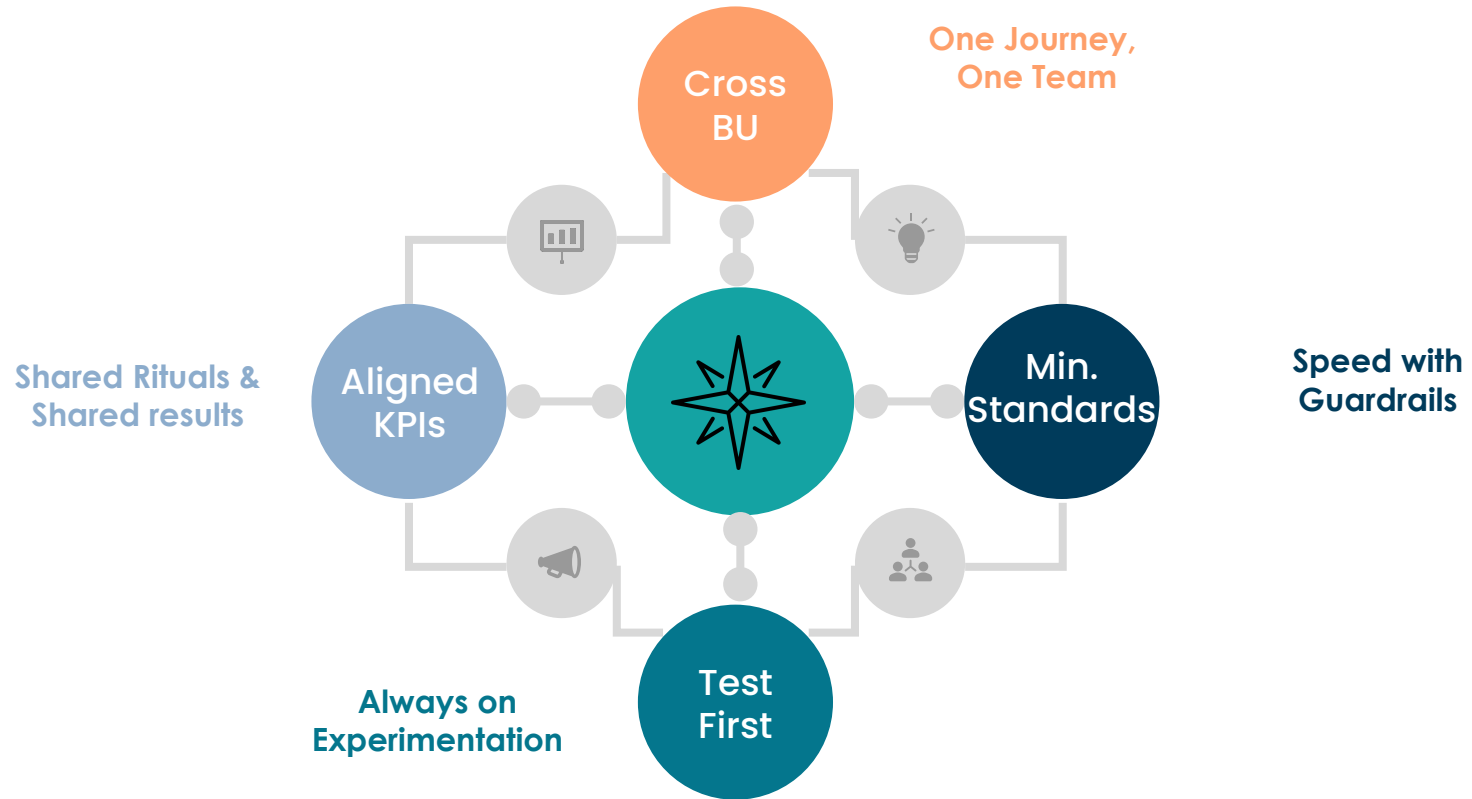


Today



YR1

Rule 4: Culture Eats Tech

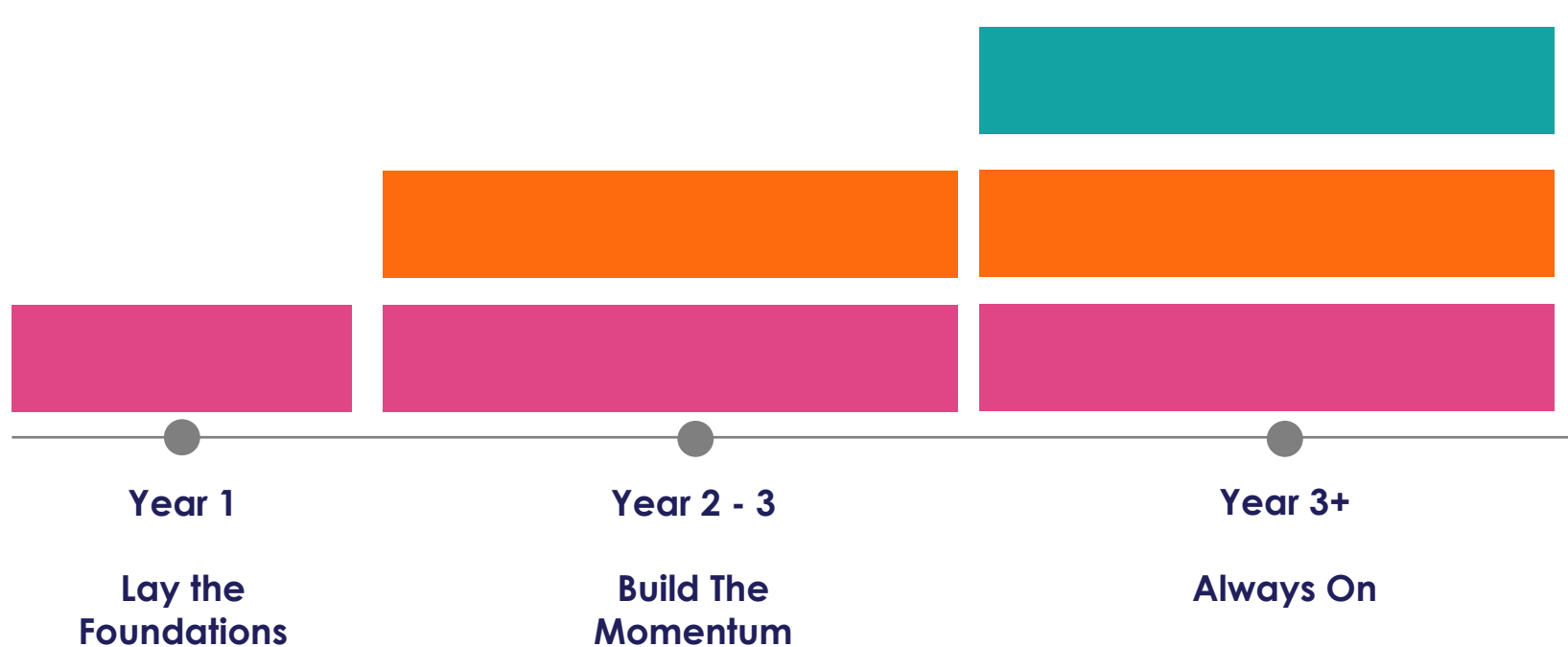


Rule 5: Validate Outside-In

**Improve our
Experience**

**Elevate the
Category Experience**

Rule 6: Roadmap = Compounding returns



Question to End

Question: *“Which rule will be the biggest challenge for your business?”*

Format: *Single-choice poll (Rules 1–6) → Bar chart*

Click to edit Master title style

Thank you