

# POWER TO THE PERSONAL

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**Personalization. Omni-Channel. One to One.** These have all been catch phrases of the marketing world for longer than any of us would care to remember. And while they have framed the conversations marketers have been having, they have not defined the actual marketing that's been occurring.

Personalization is more than knowing a customer's name and some basic demographics about them; omni-channel is not you as a marketer trying to send a prospect offers in as many ways as you can contrive. And One to One is not enough; I, for one, am not a stagnant version of me!

Personalization means listening to me as a person and then as a prospective customer; asking how you may help me before you assume anything. Omni-channel is from my point of view not yours; I want to engage you how I want and when I want, your job as a marketer is to be ready to respond and to understand all of the conversations we're having together. One to One assumes I am a static "persona," I am not, I am a person, and the drivers of this buyer's journey are very different than the one I just had, and the one I have next; I expect you to understand me now.

The customer is not King, the customer is Dictator! Marketers can no longer pander to their wants while doing whatever they deem best. Marketers must do what the customer wants, how they want it, when and where they want it. Or risk being relegated to the trash heap of brands that didn't make it.

Technology is the enabler of this new marketing; it is the underpinning of how this speaking to individuals will occur. But technology is not enough. Without analytics and strategy to help marketers listen and to know what to say next, technology just enables more bad marketing, just faster and more efficiently! You would not put a 15-year-old beginner driver in the cockpit of a 750-horsepower Formula One race car. Without knowledge and skill, technology will just lead to high-speed disaster.

Enter Wipro and Harte Hanks! The coming together of deep technological and operational expertise with marketing know-how and customer centricity makes us the ideal partner for marketers on the path of achieving genuine, personal, one-to-the-moment marketing.

We can help you use technology to both facilitate and drive the kind of marketing that will feel human to your clients. Using multiple data sources, signal-based analytics and tools to help you "listen" to each customer interaction, we'll show you how to Ask and Answer the question "how may I help you," and then create the conversation engine that will build a marketing "dialogue" to enable you to say what the customer wants to hear, where and when they want to hear it.

Together, we are passionate about bringing about the true transformation of marketing to restore the human touch that was lost with the advent of the digital era. Together, we will ensure our clients not only survive, but thrive in the new world order we're experiencing today! ■

**Get in touch and find out how we can personalize your marketing.**

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