**Title**  
The Future of Personalization

**Speaker**

Dr. Joe Sutherland

**Abstract**  
We now live in a world of mass personalization. However, traditional customer lifetime value and customer success models don’t allow for personalization---they treat all customers as if they were a single dollar value, usually produced and supported by hand-written rules. Recent advances in machine learning and automation allow us to estimate a unique lifetime value and customer success profile for each customer, allowing us to create and capture value for the long tail of operationally unserviceable bookings. In this talk, we review three real-world cases, which show how CLV has enhanced the ability of enterprises to target, service, reduce churn, and optimize upsell---and how the new analytics maturity model is revolutionizing business valuations, supply chain, and strategy.

**Key Takeaways**

* What are customer lifetime value and customer success, and why do they matter?
* How have we treated the customer experience through the lens of customer lifetime value poor automation in the past? What actional steps can you take this year to transform your customer experience away from the past, and into the future?
* How is this new customer-centric approach disrupting traditional business models through a sustainable, SaaS-based delivery model that encourages investment?

**Running**

Short: 15 minutes

Regular: 30 minutes

Extended: 45 minutes

**Audience**

This talk is focused on enterprise use cases, and therefore speaks to execs and techs.