

PSYCHOLOGICAL TARGETING – PROFESSIONAL CUSTOMER CARE WITH AI AND PSYCHOMETRIC DATA

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Addressing the right target groups online is not easy for companies. Information such as age, gender and income is not enough to target advertising and thus use it successfully. The keyword here is personalized targeting via AI. Kathrin Schwan and Sarah Boecker from Accenture explain how this works in their "Sparx" talk.

Targeting customers, also online, is one of the biggest challenges for companies. Because on the internet, personal contact is limited and with it the possibilities for assessing the taste, style or temperament of customers. Artificial intelligence can close this gap, for example by analysing the choice of words in social media which reveals a lot about people's personality. Kathrin Schwan, Managing Director at Accenture, and Sarah Boecker, Data Science Manager at Accenture, know what words like "can't wait", "excited", "monger" and "computer" tell us about people and which surfing habits characterise an introverted personality. In their "Sparx" talk, they explain exactly how personalised targeting via AI works and why AI is an irreplaceable tool for online retailers. Digitalisation has not only increased the range of products and their sales opportunities. It has also changed the consumer behaviour of customers; their demands on products and services have increased. This makes it all the more important to be able to address customers directly in the digital space.

In this context, demographic data such as age, gender and income have their limits. "More significant are character traits, personal values and intelligence," says Sarah Boecker, Data Science Manager at Accenture. AI-supported psychometric methods can identify and use these very individual characteristics almost in real time, giving customers the impression of being individually and personally looked after and advised. This makes AI highly attractive for targeted advertising, also for smaller companies in online retail. [Find out more in the "Sparx" talk: https://www.youtube.com/watch?v=L6JGdvpnk0c](https://www.youtube.com/watch?v=L6JGdvpnk0c)

KATHRIN SCHWAN (*1974) has been Managing Director at Accenture since 2020, where she is responsible for Data Science and Machine Learning in the ASG (Austria, Switzerland & Germany) region. Before joining Accenture, Schwan was Analytics Business Management Director Europe & Americas at BCG Gamma and Vice President Data Science & Analytics Americas at Criteo. Schwan holds a degree in economics and is married with two sons.

SARAH ALICIA BOECKER (*1993) is Data Science Manager at Accenture. In this role, she combines her knowledge of psychology, applied statistics and AI to help companies better understand their customers. Boecker holds a Master of Science in Business, Organisational and Social Psychology from Ludwig-Maximilians-Universität in Munich.

"Sparx" – Ignites your mind. Decodes the future.

Video-Talks about IT, artificial intelligence and digital innovations

Under this visionary title, the innovative IT company Trivadis – Part of Accenture will launch the second season of its inspiring video talk series in November 2021. "Sparx" brings together some of the world's most brilliant minds in IT, who passionately share their knowledge in hands-on keynotes. Every fortnight, these experts reflect in short episodes of 10 to 30 minutes on future-relevant topics such as artificial intelligence, digital ethics or robotics, it's all about groundbreaking insights and new research trends.

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About Trivadis – Part of Accenture

Trivadis – Part of Accenture is an IT services company with headquarters in Zurich and 15 offices in Switzerland, Germany, Austria and Romania. Founded in 1994, the company with 700 employees supports its clients in making intelligent use of data and new technologies. Trivadis covers the entire spectrum: from the development and operation of data platforms and solutions to the refinement of data as well as consulting and training. Trivadis' customers include automotive companies as well as insurance companies, banks and healthcare institutions. Further information at: <https://www.trivadis.com/en>

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