

TAKING THE CUSTOMER'S MEASUREMENTS

The customer is king. After all, they determine what they receive and when, how, and where they want it. Companies use their data to optimize their production processes and product range. It's a wonderful synergy.

PROFILING

Customers are permanently searching: for products, prices, and comparisons. The Internet offers them ostensible **transparency and a form of power**

BEHAVIORAL TARGETING

Customer behavior on the Internet is tracked. Data dealers merge additional free data from registers to create a **scoring** system: Who lives where? What are their interests? And how much money do they have?



THE RATING ECONOMY

With **likes and reviews**, customers vote on a company's reputation. User likes and reviews are now bought by companies, which corrects the distortion

CUSTOMIZING

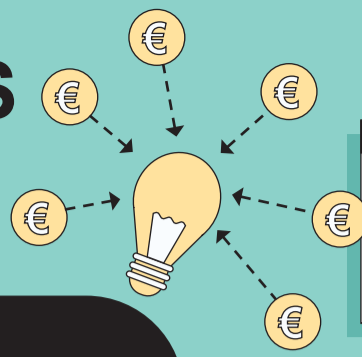
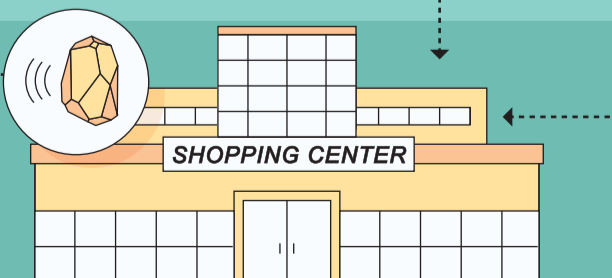
People can create more and more **personalized products** – genuinely unique products. In parallel, companies such as Google and H&M are working to create "data dresses." Based on user data, they predict who could purchase what where with the greatest possible accuracy

BEACONS

Companies have incorporated mini-devices called beacons that transmit **Bluetooth signals**. By means of customers' smartphones, they can tell how long customers stand in front of which shelves – and which products they can recommend

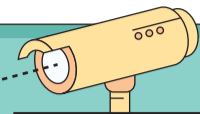
LOCATION SERVICES

Apps detect their users' locations so they can display relevant advertising. And cumulative **movement profiles** are created for individual and traffic flows. They are used for planning stationary stores



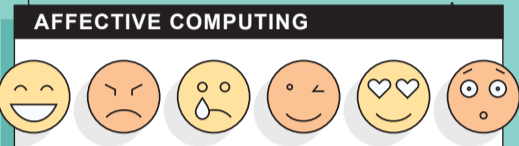
CREATION

Customers have become creators. If they have an idea or find one they like, they can ensure that a product has a chance of realization, via **crowdfunding platforms**, for example



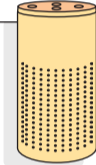
FACE RECOGNITION

Cameras acquire the eye movements of customers who are looking at a video screen while waiting in line. Depending on their age and gender, **individualized ads** are displayed



AFFECTIVE COMPUTING

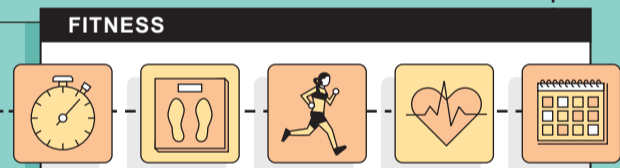
People's **facial expressions** are also analyzed. Is the person tired? Are they smiling? Do they like the product? The sensitive interpretation of frames of mind triggers an adaptation of the message to customize it to the situation at hand



Affective computing is also used for **language assistants**. Depending on the user's mood, the algorithm adapts the language assistant's form of address

SMARTWATCHES

Smartwatches can measure their wearers' pulse and the pitch of their address indicates how excited or stimulated they are

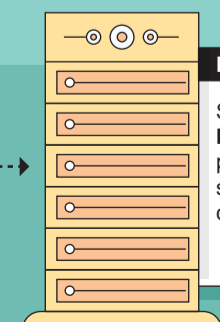


FITNESS

Smartwatches acquire sensitive data and, depending on the device, user profiles land in a well-encrypted or poorly encrypted cloud. Personal health data are subject to special protection in the EU

SHOPS

In conjunction with techniques such as **Watson Personality Insights** and beacons, under specific conditions, shops can show customers products that they looked at on the Internet the previous evening



PERSONALITY

Services such as **Watson Personality Insights** from IBM create personality profiles. They evaluate data from companies, social networks, or forum posts to categorize customers and analyze their needs