

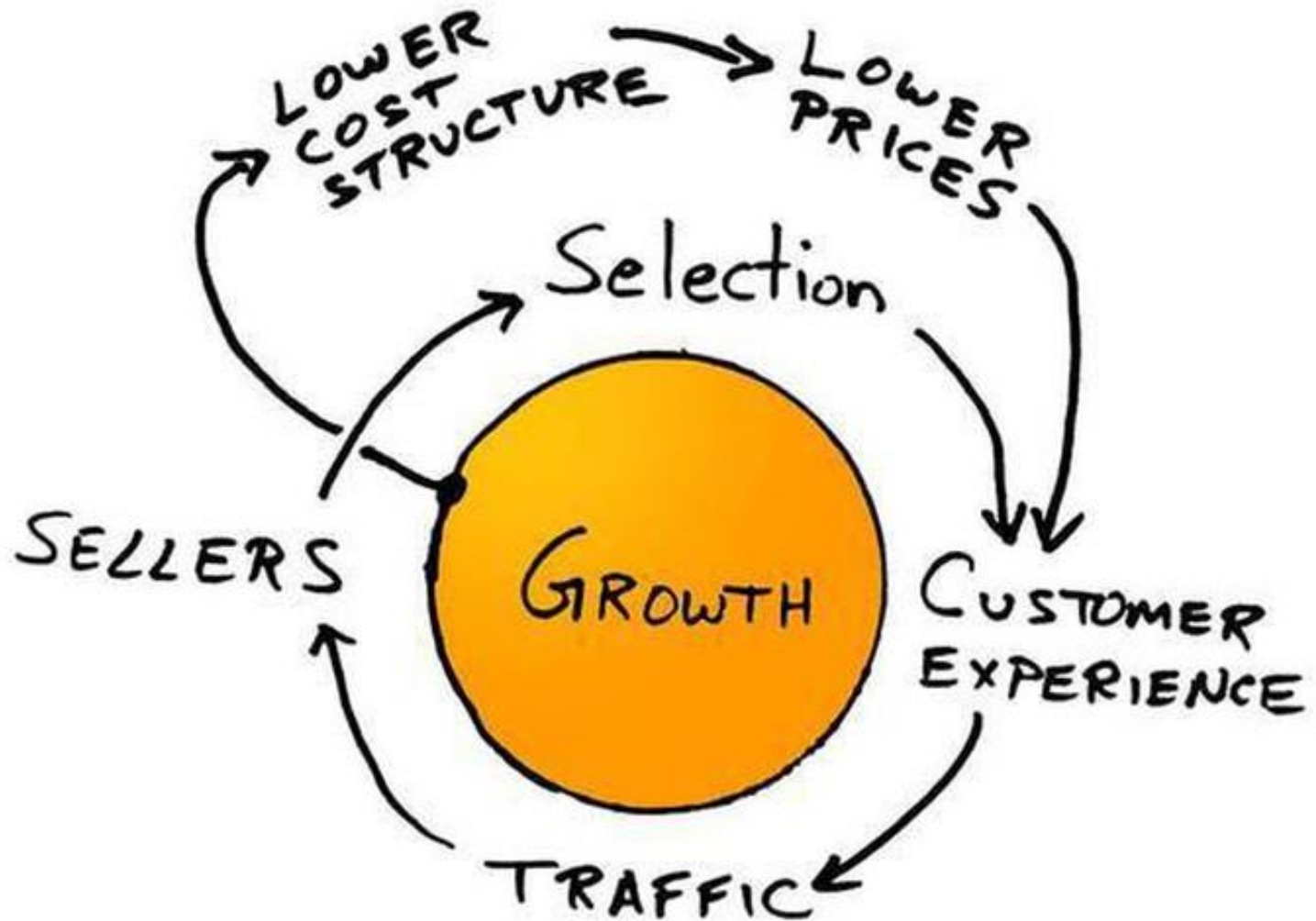


# Personalization and Customer Centricity

Massimo Morin, Head, AWS Travel  
Singapore, 26<sup>th</sup> February, 2019



# Suppliers vs. Retailers



QUALITY BRAND



SERVICES  
STRATEGY  
SUPPORT

WARRANTY



VALUE

SERVICE

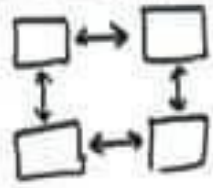


# CUSTOMER

\$

RELATIONSHIP

PRODUCT



- 
- 
- 

LOYALTY

SOLUTION



PROMOTION





Innovate on Behalf of the Customer



SEE SOMETHING NEW, EVERY DAY.

TAKE A LOOK



All - [Search Bar] [Search Icon]

Prime Video Stream movies & TV shows

Deliver to Irina Cambridge 02141

Buy Again Your Pickup Location Browsing History Massimo's Amazon.com Today's Deals Gift Cards Whole Foods

EN Hello, Massimo Account & Lists Orders Prime Cart

Upgrade and save

20% off a new 4K Fire TV streaming media player



Hi, Massimo Customer since 2002

Recommendations for you

 Your Orders	 Electronics
 Movies & TV	 Computers & Accessories

Recently viewed



Tue, Feb 12

[Edit your browsing history](#)

Reminder: \$12 credit



Restaurants you love, delivered to your door. Get \$12 off your first order.

[Browse Restaurants](#)

Looking for a gift?

Find personalized gift ideas and view your friends' Wish Lists.

[Check out the Gift Finder](#)

See how Alzheimer's disease affects the brain. Take our Brain Tour.

alz.org/brain

alzheimer's association

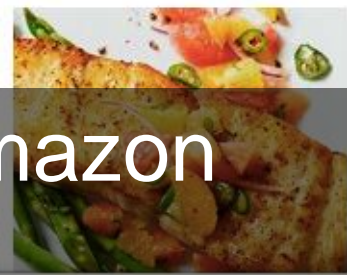
[Ad feedback](#)

Video: Recommended for you

Agatha Christie's The ABC Murders - Season 1



Whole Foods Market



Amazon Smart Plug



Business as Usual at Amazon



## Personalized Recommendations

*“it only **took us 3 days to understand the service**, create a first data set, and generate a recommendation. With Amazon Personalize, we will be able to provide every consumer with an unique viewing experience.”*

Daniel Muller, Head of Cloud Infrastructure

## Personalized Search

*“Until now, this has been done sparsely either via rule-based ranking, popularity, or more recently via a similarity model which are calculated offline. Amazon Personalize [...] enable us to **respond to customer actions in real-time**.”*

Stephane Bailliez, VP of Engineering



## Personalized Notifications

*“Amazon Personalize enables us to apply context about individual customers and their circumstances, and **deliver customized communications** such as special deals and offers through our digital channels.”*

Mallika Krishnamurthy, Global Head, Strategy & Insights

