

Why personalisation is a ‘need to have’ for consumers

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Ricoh Europe, London, August 8 2025 – The ability to deliver a personalised experience is a crucial differentiator for today’s consumer oriented companies the [McKinsey Quarterly](#) recently stated.

[McKinsey](#) also reported 71% of consumers require companies to deliver personalised interactions and 76% get frustrated when this doesn’t happen.

With the rise of digital-first experiences and the success of industry leaders like Amazon, Netflix, and Spotify, customers no longer just hope for personalised experiences - they *expect* them.

Consumers who are inundated with choices want tailored interactions. Whether they’re shopping for groceries, fashion, beauty products, or home appliances, they want experiences that feel curated, intuitive, and seamless.

A one size fits all approach no longer works. Instead, consumers reward brands that know them and recommend the right product at the right time. Brands that communicate through preferred channels and align with individual tastes and values.

Companies that excel at personalisation generate [40%](#) more revenue than their average counterparts.

They also [increase](#):

- **Customer satisfaction** by making a customer feel seen, heard, and understood with tailored content.
- **Customer loyalty** by encouraging more information or content about the brand to be looked for.

- **Return on marketing investment** by helping gain more loyal followers.
- **Lead generation** by building trust that encourages a willingness to provide feedback and information.

Essential to achieving successfully customised interactions is accurate data collection and analysis. Up to date data helps marketers gain deeper insights into customer behaviours and preferences. It helps define customer segmentation by analysing behaviour and demographics and then grouping audiences more effectively. It informs dynamic personalisation that can be instantly updated based on user behaviour and preferences.

Ricoh's FusionPro application enables the transformation of this customer insight to create personalised marketing materials and customer communications easily. It can take personalisation to the next level to deliver a completely unique customer experience that is targeted and relevant to each recipient.

Using rules based intelligent templates, and automated workflows, FusionPro removes the complexity of producing these highly effective marketing communications. Which in turn increases response and conversion rates, the goal of any marketing activity.

With its local professional services, including business development consultation, Ricoh can support the transition to producing personalised communications and offering value added marketing services. It can empower print businesses to navigate the challenges, capture deeper loyalty, outperform competitors, and position themselves as customer first leaders.

| About Ricoh |

Ricoh is a leading provider of integrated digital services and print and imaging solutions designed to support digital transformation of workplaces, workspaces and optimise business performance.

Headquartered in Tokyo, Ricoh's global operation reaches customers in approximately 200 countries and regions, supported by cultivated knowledge, technologies, and organisational

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capabilities nurtured over its 85-year history. In the financial year ended March 2025, Ricoh Group had worldwide sales of 2,527 billion yen (approx. 16.8 billion USD).

It is Ricoh's mission and vision to empower individuals to find Fulfillment through Work by understanding and transforming how people work so we can unleash their potential and creativity to realise a sustainable future.

For further information, please visit www.ricoh.com

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