



Join the revolution against mass notification

What the heck is mass personalization?

Mass personalization is the use of technology to deliver unique experiences, choices, and capabilities to many individuals on a broad scale, based on factors specific to them, such as their roles, responsibilities, interests, schedules, and location.

Out with the old...

Mass notification is impersonal. It treats all people in groups, teams, and markets the same.

Mass notification is unfiltered. It provides information, messages, and choices for events and situations that do not matter to individuals.

Mass notification is uninformed. Everyone receives the same information, messages, and choices with no way of coordinating or structuring activity.

Mass notification is flat. You're unable to distinguish whom to contact, in what priority, and who to connect.

Mass notification relies on one-way communication. The same information, choices, and collaborators are broadcast to everyone, with no way to respond.

Mass notification requires a fixed location. People must be anchored to their laptop or workstation to be notified of, and to be able to act on, relevant events.

Mass notification is passive. Information is delivered, but choices, collaborators, and access to underlying systems is not available.

In with the new.

Mass personalization is flexible.

Mass personalization is aware of your business. It recognizes that what impacts your organization's mission is unique.

Mass personalization is filtered. It provides only what matters to an individual based on criteria they define.

Mass personalization is intelligent. Only those who need to know are provided with the information, messages, and choices they require to act on events that matter to them.

Mass personalization is relationship aware. You'll always be able to contact and connect with the right people at the right time.

Mass personalization relies on two-way communication. People are able to respond and communicate with others in order to act and resolve what matters.

Mass personalization allows you to be mobile. People are free to go about their lives and can expect to be notified of relevant events, and able to access the systems they need in order to take action.

Mass personalization is active. Everything an individual requires to act on what matters to them is delivered to them when it matters and in ways that they prefer.