

The Other Angle on Predictive Technology

[Text on screen] Advertiser content from HSBC

The internet of things is made up of countless tiny sensors, transmitting real-time data. That's allowing all parts of a supply chain to interact at a scale and pace never seen before.

Which gives us the ability to predict what could go wrong. And knowing that helps prepare for it.

Where will this power of prediction go next for businesses and their customers?

[Text on screen] The Other Angle on Predictive Technology

Predictive analytics got its start as a way for sailors to predict risk in sea-voyages...and today it is helping modern companies instantaneously adjust prices based on supply and demand.

That's why more than half the world's businesses have adopted it in some way.

[Text on screen] 52% of businesses worldwide use predictive analytics

Which makes sense – or, actually, dollars – since avoiding supply chain disruptions is a trillion dollar opportunity.

[Text on screen] \$1.6 trillion in missed revenue

One now made easier by predictive analytics utilising data from every step along the way.

A remarkable opportunity born from collecting all this data is hyper-personalised experiences for consumers.

[Text on screen] \$220 Women's Hiking Trail Shoes Purchase

[Text on screen] \$250 AI-Powered Running Shoes Purchase

How personal? While still in development, AI-powered shoes use real-time data to adjust to the wearer's individual gait!

[Text on screen] CmsWire Taking Hyperpersonalization to the Next Level, April 16, 2024

[Text on screen] Adapt Worldwide Hyper-Personalization: The Future of Customer Experience, December 15, 2022

Matching products and offerings to a customer's individual needs is significant.

[Text on screen] 82% of customers say personalised experiences influence the brand they end up purchasing in at least half of all shopping situations.

As 82% of customers say personalised experiences influence the brands they end up purchasing.

[Text on screen] 40% wish brands knew more about their preferences

And 40% wish brands knew more about their preferences.

Trying to tame the sea — or at least figure out how to travel it — inspired predictive modelling.

And today it's led to a sea change in predicting and allowing businesses to become hyper-personalised in their offerings across industries and around the world.

[Text on screen] The Verge | HSBC, An Explainer Studio Production