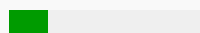


Customer Profile Information Checklist

What information are you currently collecting on your shoppers?



Personal details

Name

Address

Phone number

Email



Demographic information

Age

Birthday

Race/ethnicity

Location or region



Psychographic information

- Regular habits (not necessarily shopping)
- Common pain points
- Personal values



Shopping preferences

- Preferred products
- Favorite colors/designs
- Allergies or restrictions



Shopping history

- Purchased products
- Returned products
- Searched products
- Requested more information about products



Keep In Mind

For any box left unchecked, start exploring ways to incorporate these pointers into your current profile information methodologies, whether through more in-depth customer surveys or analytic technology. Next, let's explore some of the tools you can use to collect data.

Customer Profile Tool Checklist

What tools are you using to collect, store, and act on profile information?

Surveys distributed before, during, and/or after a shopping experience

[Dashboard](#) that gathers all information into an accessible platform to create profiles or for agents to use information in support contexts

Consolidated timelines of [customer conversations](#) that include all communication from a shopper, regardless of channel

[Channel optimization](#) for customers to access your brand and even [make purchases](#), so you can track all aspects of their journey

[Insights](#) to monitor and analyze customer behaviors across channels

Platform designed for easy [integration](#) of additional tools like survey generators, additional data analytics, and profile generators



With Gladly, many of these tools become a natural part of your existing support center and customer experience. To learn more about the customer profile tools Gladly provides, try a [demo](#).