

## CONCEPTUALIZING PERSONALIZED APOLOGY

**Hazarika, G.**

*Mudra Institute of Communication, Ahmedabad, Gujrat, India*

*gyandeepazarika.fpm21@micamail.in*

At the outset, Business Entities (BE) provide goods and services to rational consumers, allowing the market to function. While providing a service, mistakes are inevitable, which are referred to as "errors". Errors that occur due to poor service hurts the consumer. According to experimental research, refusing to honour a ₹5 coupon would be ideal for the client, but lacks affordability in the long run. The required strategy goes beyond an effective approach that reduces dissatisfaction and restores engagement. In search of this answer, the article proposes a question, "Can BE use the behaviour analytical data to go ahead with a personalised apology?" In the modern marketing context, BE uses data analytics to tap into our behaviour to provide personalized features compiling and storing our information to give us accurate service. Similarly, saved data and analysis can also be used to determine our behaviour for offering a personalized apology, which can convince and helps us to understand the organisation's empathy and responsibility. In addition, a personalized apology will show their willingness to make amends. The article explains through applying the concept of personalized apology for the poor performance of entertainment search engines. The success of this new concept will be difficult to share without empirical evidence. Therefore, companies and researchers must work in the long run since "mistakes are not forgiven in the absence of an apology".

**Keywords:** Behavioural analytics, errors, personalized apology