

Let’s Discuss More

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Learn more at www.deloitte.com/digitalmix



1 <https://experiencematters.blog/2016/08/22/the-large-connection-between-emotion-and-loyalty/>
2 <https://amdgtl.com/blog/emotional-marketing-multifamily-marketers>

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Digital

ExperienceMIX

A DigitalMIX™ solution

Combining traditional customer data with emotional data to deliver **more personalized, contextual experiences to customers**

The Emotional Paradox:

We know emotions create highly loyal, more profitable customers



Customers who have a positive **emotional experience** with a brand are **15X** more likely to recommend, **8X** more likely to trust, and **7X** more likely to purchase from that brand¹

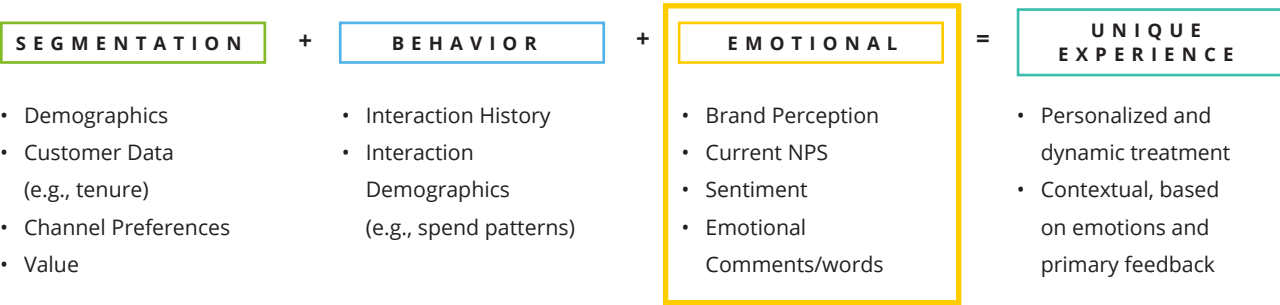
of the decisions we make each day are based on **emotion** (or emotional connection)

Fully connected customers are 52% more valuable than satisfied customers

But organizations often lack the emotional content to drive offer, actions, and interactions until now –

Deloitte Digital has created **ExperienceMIX**, a solution that pairs traditional customer data with emotional data to deliver **personalized, contextual experiences to customers**.

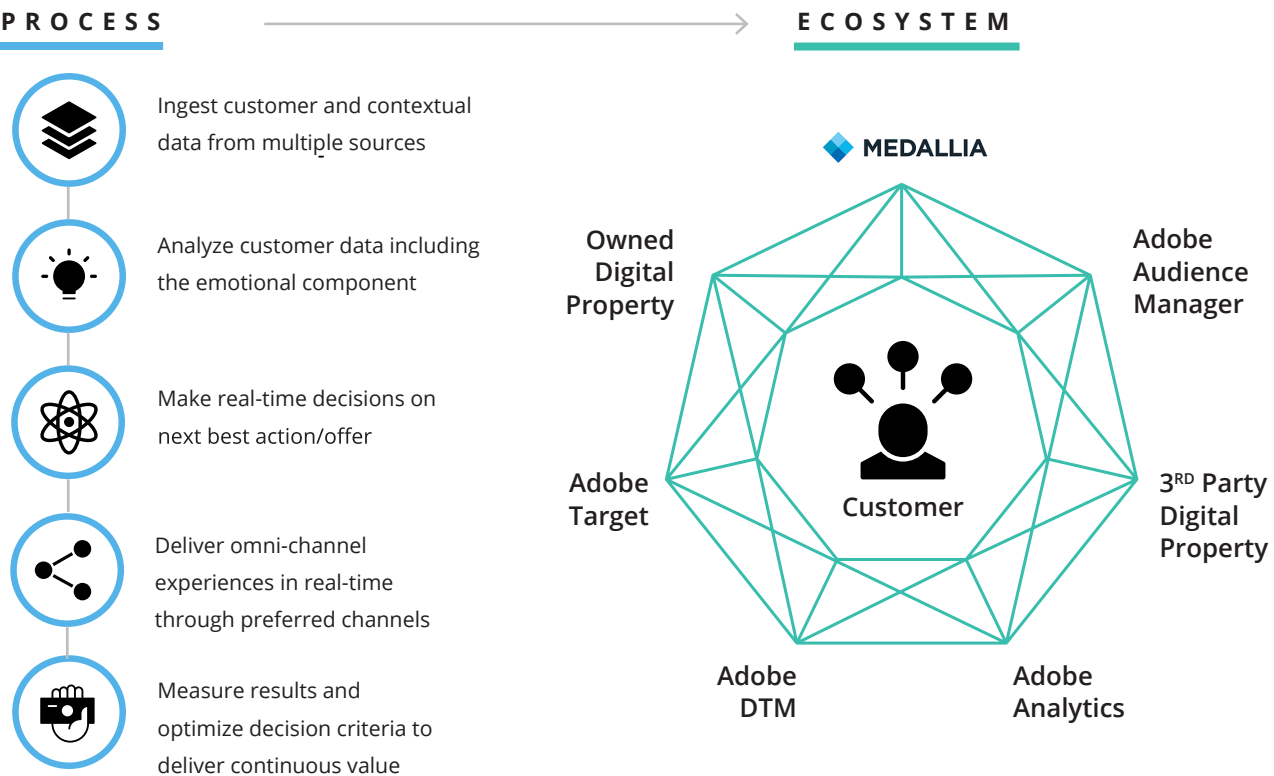
ExperienceMIX sits within Deloitte Digital’s broader DigitalMIX ecosystem platform - a custom, multi-solution portfolio of core marketing technology, deep analytics, customer relationship management, order and billing management, industry accelerators, and cloud-based services. Designed to deliver a one-stop-shop for strategy, digital processes, design, and technology, DigitalMIX integrates our pre-configured, cloud-based services with industry-leading solutions throughout the digital enterprise.



Move Your Customers From Being Merely Satisfied to Fiercely Loyal

ExperienceMIX brings together leading, complementary capabilities from:

- | Deloitte Digital | Medallia | Adobe |
|---|---|--|
| <ul style="list-style-type: none">Real-time APIs and integrationEmotional sensing algorithmsCX strategy, design and measurement frameworkProspect through customer data management | <ul style="list-style-type: none">Real time feedback and emotional contextClosed loop validation and measurementCX theme assessments and dashboards | <ul style="list-style-type: none">Real-time micro-segmentation and modelingReal-time decisioningContent orchestration and management |



- | Potential Benefits | Increased revenue and share of wallet through more accurate targeting | Enhanced customer experience and loyalty by delivering more personalized experiences | Reduced operational costs through automation and real-time decisioning | Unique, differentiated experiences at scale |
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