



Digital Customer

Making every connection matter

The digital universe has opened a myriad of ways to discover, connect, and reach customers. However, this universe is noisy and crowded, with 24/7 competition for just a few valuable seconds of a customer's attention.

As advanced data and cognitive technologies drive personalization to new levels of sophistication, the digital customer is fast becoming the individual customer: empowered by unlimited options, access to ever-multiplying channels, and heightened expectations around customization of service and experience.

To keep pace and create moments that matter across every channel, organizations must bring together all parts of the business—from back-end systems to go-to-market strategies, from customer data insights to call centre services—to create a memorable customer experience.

Have you set your ambitions?



Digitally enable your organization. How are you combining technology, design, and human arts to build connections?



Draw connections across your organization's channels. Is your organization constantly talking about removing internal silos? Is your technology team offering products and solutions that automate digital process? Is HR offering incentives for go-to-market strategies and win?



Orchestrate leading strategies to be digital across all channels. How can you play an integral role in building capabilities and offering the tools and resources that help you better nurture your stakeholder relationships?

Keeping customers happy

Excellence in customer service equates to a fast and professional response to consumer needs. These were the most-cited expectations in a survey of more than 2,000 consumers:



52%

Fast response times to my needs and issues



47%

Knowledgeable staff ready to assist



42%

Rewards for my loyalty



38%

A real person to speak with regardless of time or location



38%

Information where and when I need it

Source: The Customer in Context, CMO Council/SAP Hybris, 2017

Reimagining the customer relationship

Leaders can no longer rely on legacy processes and technologies to thrive in the digital universe. They need to work with their technology and marketing executives to design, deliver, and refine the human-first experiences that people demand.

Start thinking about how to transform your operations into digitally-fueled engines of growth. Imagine the benefits:



The transformational capabilities of a creative digital consultancy, with digitally enabled operations, dynamic go-to-market strategies, and world-class talent.



Next-generation digital customer capabilities, using advanced technology solutions, leading-edge strategies, insights, experiences, and talent to enable outstanding customer care.



Access to game-changing immersive digital experiences powered by augmented and virtual reality tools, which combine technology, design, and creative arts to build unforgettable human experiences.



Optimized customer relationships powered by state-of-the-art cloud solutions, such as Salesforce, that drive impactful results.

Imagine, deliver, run

The Deloitte pathway to successful transformation



Imagine: The right focus

Set your ambition and chart a path to success by developing a roadmap to achieve those ambitions.



Deliver: The right concept

Make it tangible: Put the ambition in motion by moving forward and launching in the market.



Run: Getting to scale

Once the ambition is refined, scale it through flexible and integrated delivery teams.

"The ever-changing technology landscape ... has solidified the need for businesses to adopt a customer-in mindset, shifting focus from selling a product to nourishing a customer relationship: understanding expectations and maximizing customer value from offerings."

— *Customer-centric digital transformation, Deloitte Insights, 2019*

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What is stopping you from achieving your ambitions? Let's talk.

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