Global Powers of Consumer Products 2015
Engaging in the consumer conversation

Today’s consumers own the conversation
They have more information, more choices, and no geographic boundaries

The opportunity: Direct conversations with consumers can drive growth and innovation—if your company can engage them.

Managing the various touch points with consumers requires good communications and collaboration across your organization.

The B2One experience

Customers contribute personal data, which influence the design and delivery process as well as their ongoing customer experiences.

Customers actively shape products and services to meet individual needs through co-creation and leveraging input from the crowd through crowdsourcing platforms.

New production techniques, such as microtasking, coproduction, and distributed manufacturing, incorporate customer needs and utilize the skills of customers directly into the process.

Customers are the end users of products and services that have been personalized to optimize their experience.

Creating the B2ONE experience

Shift the focus from products and services to creating an experience
Define the customer problem you want to solve
Treat customers like designers
Create better and faster feedback loops
Build trust

Trust is a competitive advantage: It is critical in engaging with consumers—difficult to earn and very easy to lose.

80% of consumers are more likely to purchase from companies that they trust with their personal information
72% of consumers avoid companies they don’t feel they can trust with their personal information

For consumers, personalized offers or recommendations do not outweigh the perceived risks of sharing their information.

What can businesses do to foster trust?

Build stronger data security
Reassure consumers that their personal information is safe
Personalize engagement with valued consumers
Encourage dialogue with consumers
Respond promptly to consumer contact
Think long-term

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