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Digital

Transforming the Customer Journey with DigitalMIX™

Deliver personalized experiences to drive customer monetization and retention

Designed to deliver a one-stop-shop for strategy, digital processes, and design, DigitalMIX integrates pre-configured, cloud-based services efficiently with industry-leading insights and accelerators. Powered by Adobe Experience Cloud and leading CRM and eCommerce technologies, DigitalMIX enables organizations to deliver enhanced, personalized experiences resulting in better customer engagement, conversion, and loyalty.

THE DIGITAMIX CRM CUSTOMER JOURNEY DEMO

Experience the transformative retail journey from the perspective of both the customer and the marketer

In this innovative demo, DigitalMIX integrates Adobe Analytics, Adobe Experience Manager, Adobe Target, and Cloud Craze eCommerce technologies to resolve a high-value cart abandonment scenario. DigitalMIX enables marketers to:

- Analyze customer data to deliver compelling digital retail experiences
- Build actionable segments based on a 360 degree view of the customer
- Promote and create targeted offers that compel your segments to purchase
- Enhance marketing channels by cataloging and analyzing key CRM data and insights

🛒 THE CUSTOMER'S JOURNEY

DigitalMIX can help monitor the consumer web experience of "Charlie" and leverage marketing automation capabilities to analyze his actions while drawing insights about him and his shopping habits. In this scenario, Charlie adds an item to his cart to check

its price, but then abandons the item because he thinks he can get a better deal. Enabled by DigitalMIX, the website's marketers can reach Charlie by:

- Sending a personalized promotional, limited-time 10% discount, enticing Charlie to return to his abandoned cart
- Targeting can be delivered in the web experience as well as via email depending on customer behavior
- The 10% promo is automatically added to Charlie's cart when he logs back in, convincing him the time is right to buy
- Pulling Charlie's billing and shipping information from the cloud, we enable a hassle-free checkout

Charlie completes the order, satisfied with his promotional discount, and is now a happy customer.

📢 THE MARKETER'S JOURNEY

With DigitalMIX, "Mary", the marketer, can gain key insights on Charlie's shopping experience. When Mary notices abandonment scenarios, she can create a segment that focuses on abandoned carts. As part of the unified DigitalMIX platform, real-time segment data is shared in the cloud to help create a cohesive picture of each customer's interests and shopping preferences, enabling Mary to:

- Create custom promotional offerings for customers like Charlie based on customer behavior on the web
- Generate promotional offers and send the personalized offer via email, with the knowledge that this can lead to customer conversion
- Review campaign results and click through rates, bounce back, and conversion data, seeing whether or not she achieved her goal of converting and retaining Charlie's business

Mary is able to append the behavior and campaign data to a CRM profile, which improves her understanding of Charlie and gives her new ideas for how to retain his business through relevant cross-sell and up-sell recommendations.

📚 LEARN MORE

To learn more about DigitalMIX and how Deloitte Digital is transforming the customer journey with our ecosystem approach to marketing, contact Danny Ledger, principal and DigitalMIX leader, Deloitte Consulting LLP:dledger@deloitte.com. Or, visit www.deloitte.com/digitalmix.

About Deloitte Digital
From strategy to delivery, Deloitte Digital combines cutting-edge creative with trusted business and technology experience to define and deliver digital solutions. Deloitte Digital creates digital experiences for the connected enterprise, delivering strategy, mobile, social, web, cloud and digital content management solutions that can help strengthen clients' brands.