



Deloitte.
Digital

Lift Acceleration Program™

BY DELOITTE DIGITAL

Helping businesses improve customer acquisition, retention, growth, and profitability

In today's world, businesses are challenged with increased competition to attract new and retain existing customers, yet the discipline and art of managing customer value has been neglected. Successful, high-performing businesses are able to transform their people, processes, and technology by elevating the human experience. Deloitte Digital's Lift Acceleration Program™ provides a path that connects you to your future, encircling the real lives of customers, connecting the moments that matter, and shaping experiences and the business around them.

This is Lift Acceleration

Lift Acceleration Program helps organizations become more customer-centric by focusing on improving customer acquisition and customer lifetime value.

At its core, Lift Acceleration Program is a customer-centric operating model designed around the human experience and the moments that matter. Lift Acceleration Program leverages Adobe Experience Platform and Adobe Experience Cloud to empower organizations with a single view of the customer, higher customer engagement, and superior business performance. Lift Acceleration Program combines the power of

Hux by Deloitte Digital, with Adobe's digital experience expertise, to bring together customer and audience data in real-time, activate smart decisioning, and deliver impactful customer experiences.

Lift Acceleration Program empowers organizations to make the right decisions across all stages of the customer journey, by establishing the right operating model, culture, digital foundation, and connections—between people, systems, data, insights, and products.



Customer-centric operating model

Activate a customer-centric organization with ownership of KPIs and closed-loop processes to share and act on insights



Customer experience KPIs

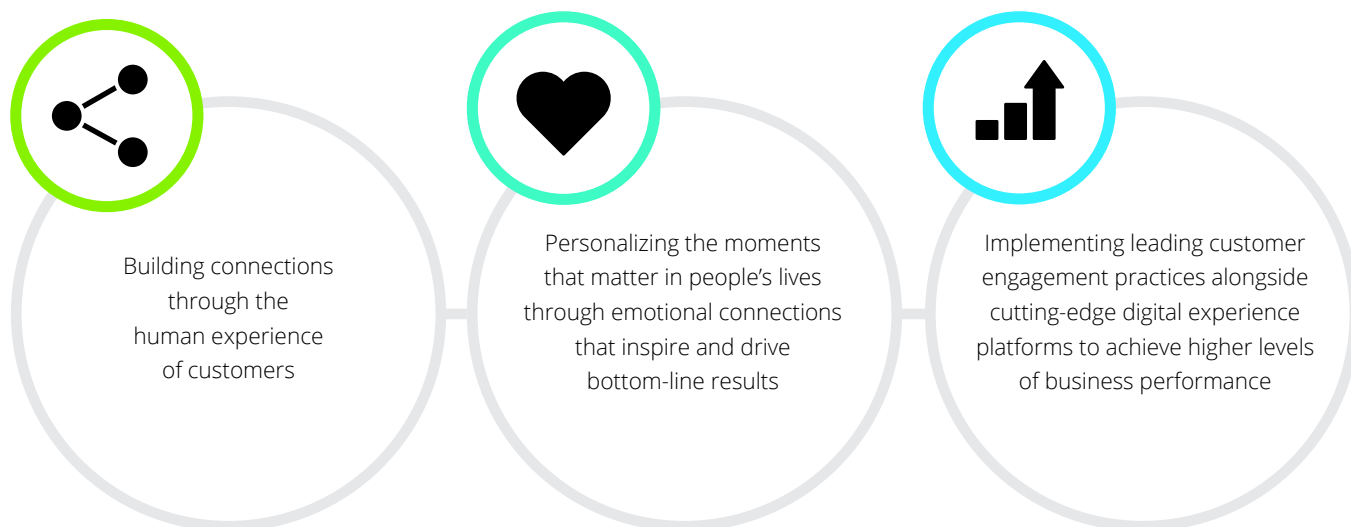
Start by defining the customer experiences and KPIs for the moments that matter; insights beyond financials



Customer engagement platform

Design and implement a complete system of engagement to help organizations with data, decisioning, and delivery

Lift Acceleration Program helps organizations with three main objectives:



The Deloitte Digital and Adobe alliance:

IMPROVING **CUSTOMER ENGAGEMENT** AND **RETENTION**

At Deloitte Digital, we help you see what's possible, identify what's valuable, and deliver it in a way no other professional services or creative agency can. And together with Adobe, the most recognized name in marketing technology, we're collaborating to deliver dynamic solutions that help you drive connection, loyalty, and growth with each interaction.

How can Lift Acceleration Program help your organization achieve a new level of customer-centricity?
Get in touch with us, or explore more at <https://www.deloittedigital.com/us/adobe>

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