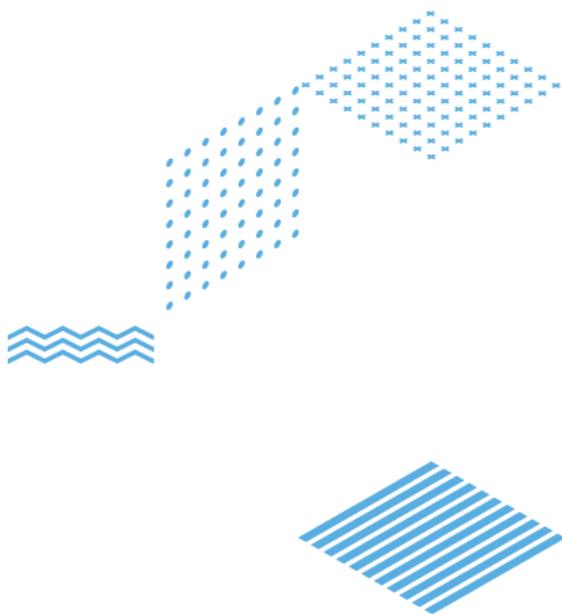


Deloitte.
Digital



**Strategy. Creative.
Technology.**

Digital customer strategy



“94% of executives consider Digital Transformation as a top strategic objective for their business”

Digital drives enterprise value and growth, it enriches customer experience, products and solutions.

We can support your organization throughout the digital lifecycle from working to define a bold digital strategy to designing and building your digital capabilities using agile methods to move quickly from digital concept to digital reality.

Marketing & Commerce



“63% of companies are lacking a structured approach to optimize their conversion rate”

Defining and coordinating all relevant value-adding elements from marketing, content and commerce into service and after sales is key to maximizing the value delivered.

We help you to optimize your marketing & commerce efforts by analyzing your related technology and strategy. We guide you along the implementation of the required capabilities so you can execute and track all marketing & commerce activities holistically.

Brand & experience design



“67% of customers consider digital experience as a key indicator to evaluate a company’s product or service offer”

Discover the added value in using the service design approach, leveraging on design thinking, behavioral analysis and user research to improve customer experience.

We help you, through our human-centric approach, to create the experiences, relationships, and insights you need to be effective in today’s digital market and support you in the design and implementation of innovative services and products.

Digital customer solutions



“91% of businesses generate significant ROI from the implementation of CRM tools”

Maximize your relationships with existing clients and successfully acquire new ones through the deployment of a Customer Relationship Management (CRM) platform. Thanks to a deep understanding of customer needs, CRMs help to ensure that these needs are better met.

Deloitte’s CRM teams combine our customer-centric advisory services and our extensive experience in implementing CRM solutions, to provide enhanced customer interactions whether in Sales, Customer Service or Marketing.



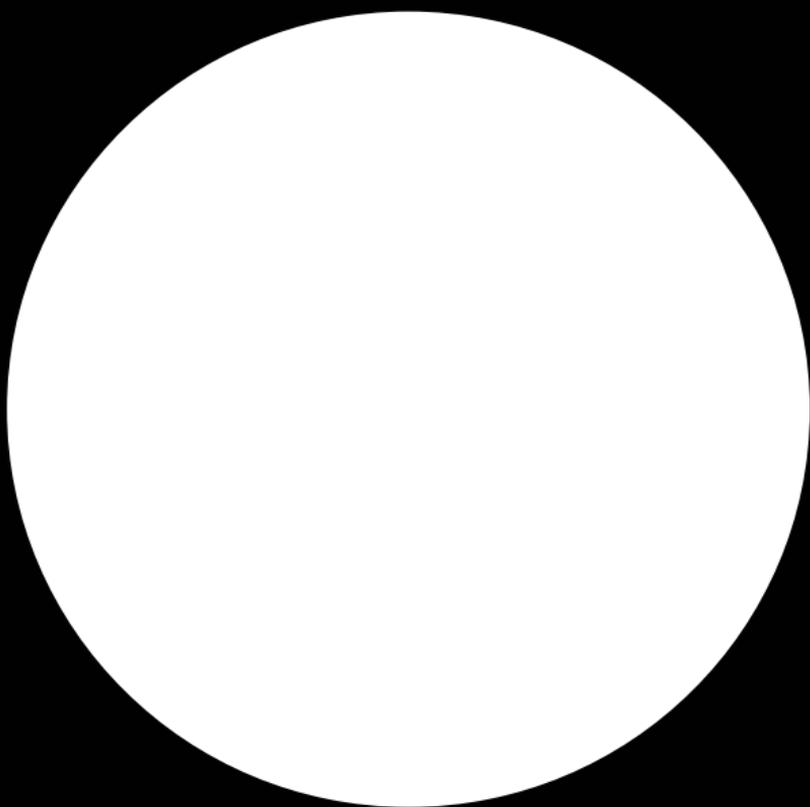
Contacts

Pascal Martino

Partner - Deloitte Digital
Co-leader
pamartino@deloitte.lu

Ronan Vander Elst

Partner - Deloitte Digital
Co-leader
rvanderelst@deloitte.lu



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