

January 2023

Deloitte Digital CX

A refreshed offering from Deloitte Digital.

Deloitte.
Digital



We run the future

We are a group of creative thinkers, designers and technologists that harness a broad range of capabilities into integrated solutions for transformational projects.

Driven by innovation, we create experiences that harmonize what the customer and the business require.

Where we intersect...

Business Strategy

We build upon our unrivalled business understanding to ensure our digital solutions align to organisational needs and strategic objectives.

Experience & Creative Design

Through our world-class user experience expertise and innovative design capability we create engagement for any user or audience.

Technology

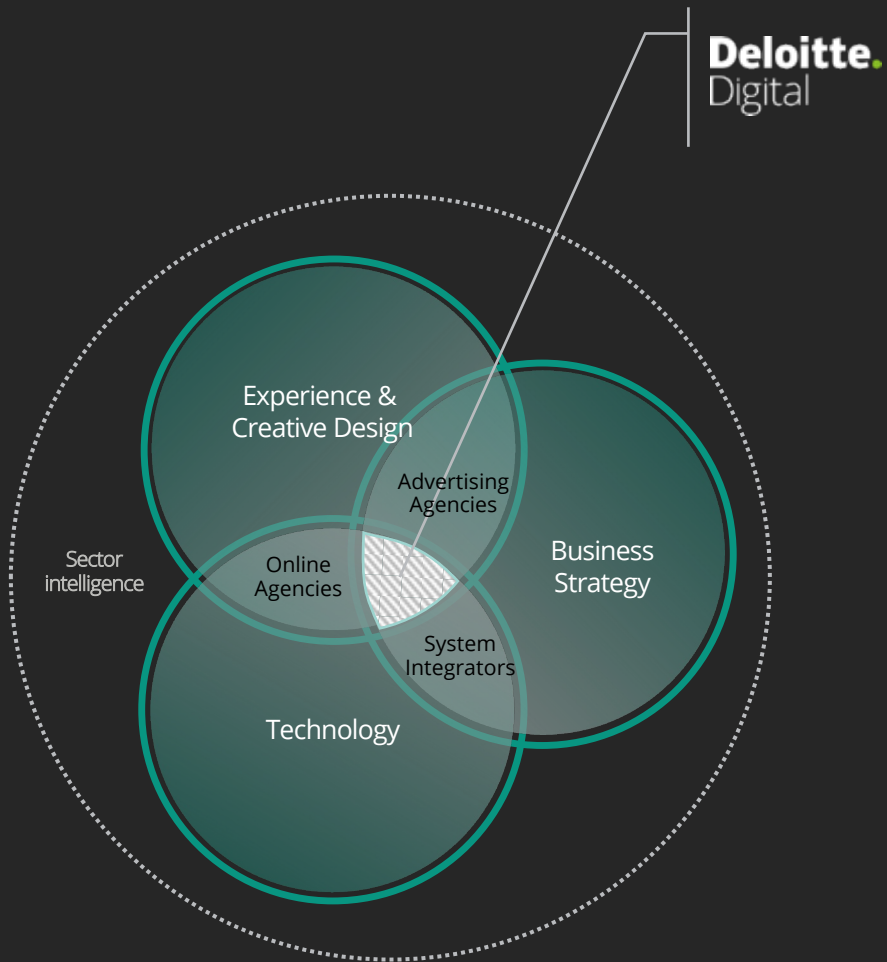
We utilise both established and emerging technologies, in-addition to leading methods and tools, to deliver solutions that are innovative and practical.

Our difference comes from our diversity

This gives us the ability to look at our clients' challenges and opportunities through many different and informed lenses. We have the business acumen of a strategic advisor; the design capability of a creative agency, the engineering depth of a technology firm, and extensive experience across all business sectors.

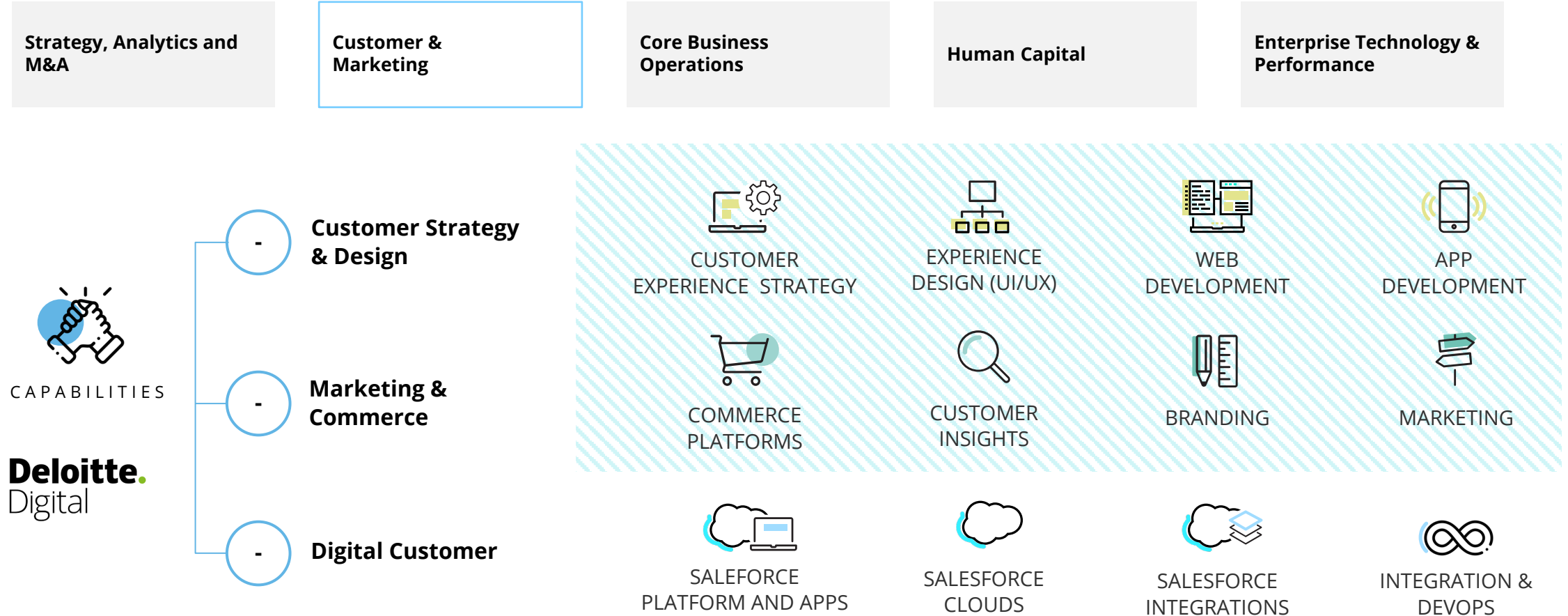
We harness our broader range of capabilities into integrated solutions for transformational projects that require expertise in areas such as data, CX strategy, UX, UI, brand design, website & customer portal design & development.

In essence, we imagine, we deliver, we run the future.



Customer & Marketing (Consulting) - offering and capabilities

Below is a representation of what Customer & Marketing Capabilities should look like as per Deloitte Consulting practice. Whilst we do have some of these areas active and growing, other areas we are either non-existent or lack the experience to push further.



Our Offering

Having spent years honing skills in the digital sector, we provide a dual approach across:

Consulting

- Digital Maturity Assessment (DMA)
- Brand Customer Experience Assessment (BXA)
- Experience Design Assessment (XDA)

Delivery

- Conceive + Launch
- Refine + Re-launch

Consulting

Digital Maturity Assessment (DMA)

We investigate the digitalisation of your business, benchmarking you against your competitors and the wider industry.

Equipped with this material, we recommend a strategy and set of initiatives for future consideration.

Brand Customer Experience Assessment (BXA)

We investigate and benchmark your brand customer experience and health across your customer touchpoints as well as the brand position within your sector.

The aim is to discover insights that drive a new strategic approach and potential solution set.

Experience Design Assessment (XDA)

We investigate the interactive experiences of your digital product set. We also benchmark you against your competitors and the wider industry.

This material, informs a set of updates and methods for future consideration.

Delivery

Conceive + Launch

We partner with you to define your brand strategy and digital product offering. We investigate the sector and define your entrypoint. customer

Then we design and deliver the experience and digital products(s) and support the launch and maintenance as required.

Refresh + Relaunch

We investigate the interactive experiences of your digital product(s). We also benchmark you against your competitors and the wider industry.

Equipped with this material, we strategize, define, design and deliver the next iteration of the digital products(s) and support the launch and maintenance as required.



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