How does your business make your customers feel? Have you earned the right to play?

Long gone are the days of customers simply buying based on price or on product or service alone. They now buy experiences. The ultimate goal of any business is to make its customers feel good and to add value to their lives. This is what an experience business is all about; building experiences around products and services that people love and will keep them coming back for more.

Many organizations get stuck delivering commodity experiences that fail to distinguish them from rivals. That leaves them vulnerable.

Conversely, creating an experience business will drive long-term business growth, durability and relevance. Drawing on insights from our daily practice, Deloitte Digital has created this practical guide, called *Building your Experience Business*. It is designed to help organizations fundamentally change the way they engage and interact with customers.

A lot has been written about what it means to be an experience business, but very little about how to become one. This guide pinpoints the common challenges and possible ways for how to solve them.
Building an Experience Business comes with challenges

Companies that succeed in building an experience business, are able to provide those compelling, meaningful and consistent interactions that we are all after. For many organizations it’s one of the top business priorities for the coming years. However, building an experience business requires a comprehensive transformation. It goes beyond the marketing department or digital hub, it calls for a company-wide commitment. It will impact your customer strategy, your organizational structure, your technology and most of your – if not all – internal processes.

To start with, an experience business is about balancing customer journey teams that work horizontal across the organization, with vertical efficiency-focused processes of products and services. In this context it can be challenging to implement the optimal way of working and develop the right competences. In addition, organizations need to assess if the underlying experience platform is up for the job to facilitate desired experiences and, of course, monitor and optimize them.

A practical guide to help you building your experience business

In Deloitte’s daily consulting practice, we frequently see that constructing an experience business is a rich and challenging journey. Although the roadmap can be simple and obvious, it requires fundamental choices, persistence and leadership.

This practical guide Building your Experience Business is based on extensive experience working with clients. It will help organizations identify the simple and clear steps they need to go through to transform into an experience business successfully. In seven chapters, we discuss the most important topics that organizations encounter.

The practical how-to guide

1. Experience Strategy & Blueprint
   Embedding convenience, personalization and brand purpose throughout your customer journeys.

2. Design & Configure Customer Journeys
   Bringing customer journeys alive based on your strategy with service design and agility.

3. Track & Trace Customer Journeys
   Managing performance with connected data, dedicated KPI-frameworks and dashboarding.

4. Setup Customer Journey teams
   Establishing customer journey teams, adapting your processes and integrating them in your organization.

5. Supporting your Experience Business with Digital Experience Platforms
   Facilitating and scaling hyper-personalized experiences with the right technology.

6. Scalable & Efficient Customer Journeys
   Managing, scaling and maintaining customer journeys across multiple markets/brands.

7. Challenges, Scenarios, Roadmaps
   Successfully rolling out an experience business in your organization and overcome transformational challenges.
Organizations that master this well, outperform their peers significantly across all phases in the customer lifecycle; from acquisition, activation to retention.

- Deloitte Digital
Thank you.

While sharing best practice through this guide, we recognize that every organization has its own context and specific way of working. Given the diversity of organizations and our desire to make a positive impact, we are keen to talk to everyone who is passionate about this subject.

Mark de Koo
Director
E: mdekoo@deloitte.nl
M: +31683339787

Sander de Koster
Director
E: sdekoster@deloitte.nl
M: +31627120189

Anneli van Huizen
Manager
E: avanhuizen@deloitte.nl
M: +31682012540

About Deloitte
Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee (“DTTL”), its network of member firms, and their related entities. DTTL and each of its member firms are legally separate and independent entities. DTTL (also referred to as “Deloitte Global”) does not provide services to clients. In the United States, Deloitte refers to one or more of the US member firms of DTTL, their related entities that operate using the “Deloitte” name in the United States and their respective affiliates. Certain services may not be available to attest clients under the rules and regulations of public accounting. Please see www.deloitte.com/about to learn more about our global network of member firms.

Copyright © 2022 Deloitte Development LLC.
All rights reserved.

Member of Deloitte Touche Tohmatsu Limited