

hub 

The B2B Customer Community

Salesforce Partner Awards 2015  
Mobile Innovation Winners

**Deloitte.**  
**Digital**

Hub is a B2B customer and partner community, designed to increase customer engagement, build loyalty and drive sales on any desktop, tablet or mobile device, configured to your branding and use-case.

### The solution:

- **Is tailored to the CPG industry**, combining Deloitte Digital’s extensive knowledge of the CPG and Retail industries with Salesforce’s proven technologies.
- **Delivers personalised customer experiences** focusing directly on the key pain points retailers and manufacturers experience.
- **Provides a dynamic, configurable approach** to increasing sales and improving trade marketing and field sales efficiency.



### Benefits:

- **Increase customer communication and loyalty.** Create a direct channel to customers with tailored brand and product news, relevant promotions and on-point recommendations based on purchase history. Build loyalty with text, email, live chat or phone outreach based on customer preferences, and by utilizing built-in rewards features.
- **Extend your reach and reduce cost-to-serve.** Service more customers more profitably by providing a scalable, personalised community so customers can engage with you when they want, how they want. Hub both complements field sales activity, by providing rich customer information and engagement options, and can substitute it to reduce the cost to serve.
- **Increase sales.** With its personalised content, engagement and loyalty capabilities, Hub can drive sales of the right product to the right customer and let the customer come to you.
- **Accelerate solution delivery.** Hub is designed to be tailored to your business quickly, speeding up development and deployment and reducing the risk with a proven, award-winning solution.

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## Award winning

We think Hub is great but don’t just take our word for it, Salesforce gave it the:



2015  
Mobile Innovation  
Award




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## Contact information

For more information on how Deloitte Digital can transform your customer engagement and commerce, email:  
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