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Digital

ExperienceMIX

A DigitalMIX™ solution for Retail

Combining traditional customer data with emotional
data to deliver more personalized, contextual
experiences to customers, at scale

WHEN IT'S ALL SAID AND DONE,

are we doing and saying enough for our customers?

As marketing and CMO roles evolve to own greater responsibility for the end-to-end customer experience, new trends are emerging around customer dynamics and the role emotions play in purchasing behaviors. Customers are far more complex than a simple bar or pie chart. They are dynamic human beings who maintain personal preferences, are affected by social influences, and demand unique experiences—all elements that shape how and when purchasing decisions are made. At the end of the day, we as humans want to feel appreciated, valued, and respected, which results in grateful, confident, and happy consumers.

> As a consumer, one's emotional responses to ads are three times more likely to influence buying decisions than the ad's content itself.
>
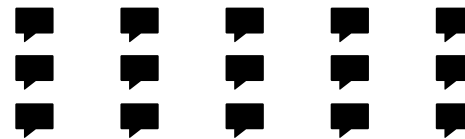> Source: Psychology Today

And that can translate into sales
Annual revenue increase per customer

1.0x	1.3x	1.5x	1.8x	1.9x	2.4x
1–3	4–6	7	8	9	10

Customer Experience Score

Source: Medallia Analytics

Customers who have positive experiences are:

15x more likely to **recommend**

8x more likely to **trust**

7x more likely to **purchase**

Source: Temkin Group Experience Ratings"

The most predictive measure of ads increasing sales is "likeability." All things being equal, customers should be treated differently based on how they feel at any given moment. So how do we get there?

Source: Psychology Today/Advertising Research Foundation

Deloitte Digital has developed a cutting-edge, cloud-based solution dedicated to helping you do just that.

Welcome to ExperienceMIX.

Studies show that consumers primarily evaluate brands based on

♥ PERSONAL FEELINGS AND EXPERIENCES — **not information.**

Traditional customer data has its advantages. It offers insight into customer behavior, allows you to segment and target your markets, and provides benchmarks and ongoing insights for business strategies. However, customer expectations continue to increase.

"Understand my journey and objectives"

"Reward me appropriately for my loyalty"

"Send me messages on products I love"

"Inspire me with new and pertinent products and services"

"Provide me with relevant content"

"Understand how best to speak to me"

ExperienceMIX can help you make personal connections far beyond the transaction by combining traditional customer data with emotional data to deliver unique, differentiated experiences.
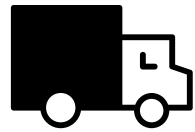
Deliver the RIGHT CONTENT, at the RIGHT TIME, and AT SCALE

Let's face it, there's plenty of content in the world today. The problem is delivering the right content, at the right moment, to connect with your customer. ExperienceMIX leverages market-leading technologies to provide you with premier tools and insights to get you there—fast.

When customers experience these **positive emotions:**

92%
plan to stay with the brand

88%
plan to increase spending with the brand

91%
will advocate for the brand

Source: Forrester

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Deloitte Digital can take your customer experience program from strategy, to delivery, to day-to-day operation, bringing deep industry experience, one-of-a-kind accelerators, and a track record of success in creating omni-channel experiences.

- CX strategy, design, and measurement framework
- Prospect through customer data management
- Emotional sensing algorithms
- Real-time integrated customer data and technology solutions

MEDALLIA

Medallia Experience Cloud gathers contextual, emotional, and experiential customer data at scale.
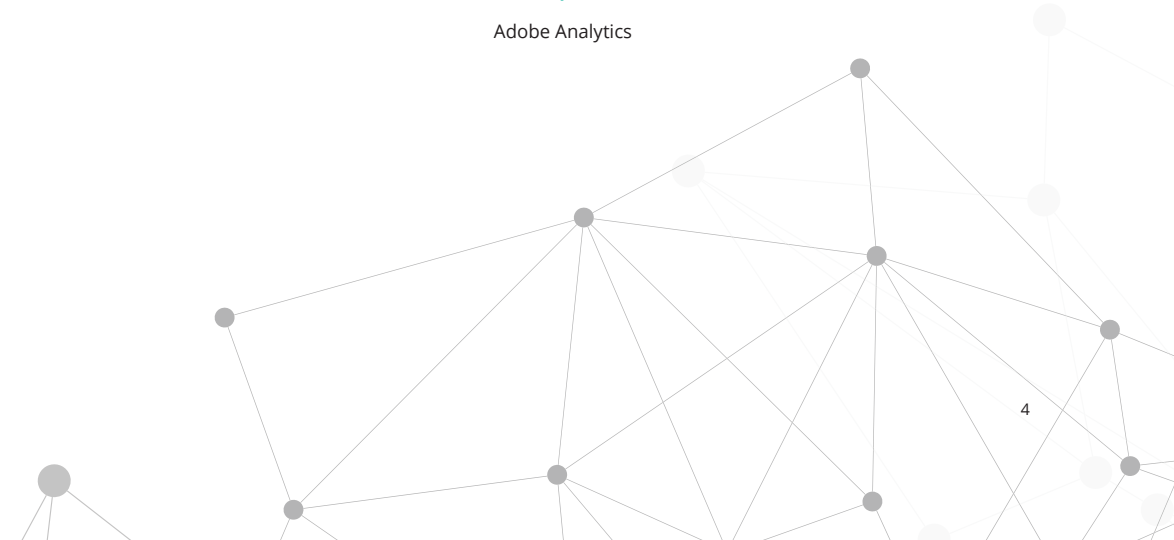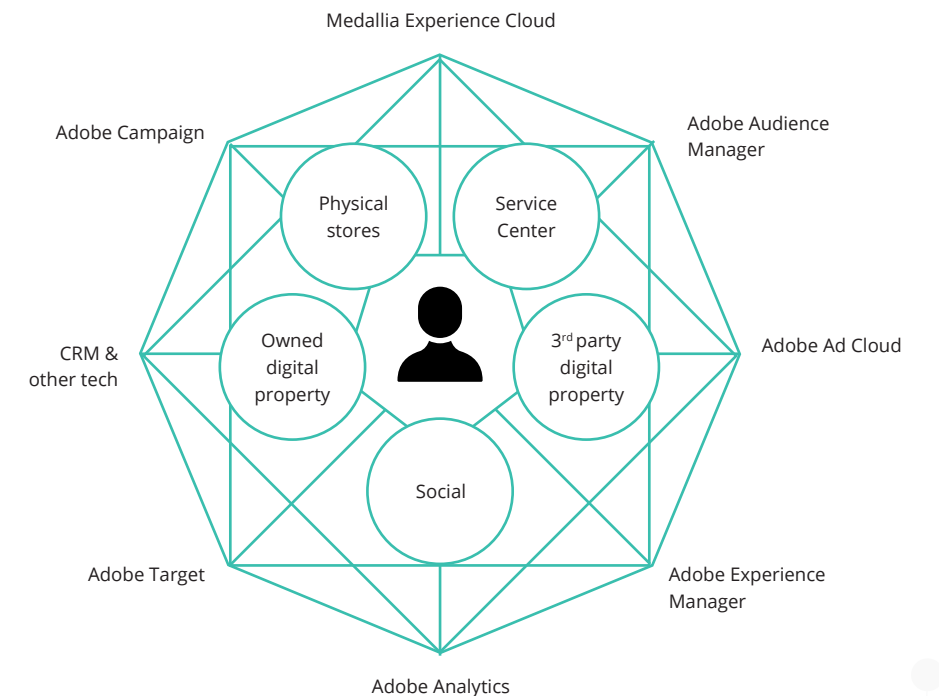
- Real-time feedback and emotional context
- Closed loop validation and measurement
- CX theme assessments and dashboards

Adobe

Adobe Experience Cloud analyzes that customer data, provides insights to make real-time decisions, and a wide range of digital tools to help create customer experiences that standout in the crowd.

- Real-time insights and micro-segmentation
- Omni-channel platforms
- Content orchestration and management

The ExperienceMIX Ecosystem

Medallia Experience Cloud

Adobe Campaign

Adobe Audience Manager

Physical stores

Service Center

CRM & other tech

Owned digital property

3rd party digital property

Adobe Ad Cloud

Social

Adobe Target

Adobe Experience Manager

Adobe Analytics

Customers are | GOOD. | Fiercely loyal customers are | BETTER.

ExperienceMIX can help you make personal connections far beyond the transaction by combining traditional customer data with emotional data to deliver unique, differentiated experiences, at scale. ExperienceMIX sits within Deloitte Digital's broader DigitalMIX ecosystem platform as an experience-focused solution dedicated to helping you deliver more for your customers.

→ **Increase revenue and share of wallet** through more accurate targeting

→ **Enhance customer experience and loyalty** by delivering more personalized experiences

→ **Reduce operational costs** through automation and real-time decision making

Get the full story on your customers:

SEGMENTATION +

- Demographics
- Customer Data (e.g. tenure)
- Channel Preferences
- Value

BEHAVIOR +

- Interaction History
- Interaction Demographics (e.g. spend patterns)

EMOTIONAL +

- Brand Perception
- Current NPS
- Sentiment
- Emotional Comments/words

UNIQUE EXPERIENCE

- Personalized and dynamic treatment
- Contextual, based on emotions and primary feedback

Retail gets PERSONAL.

With customer expectations on the rise, brands should look for new perspectives and tools to help them stand out from the competition.

29% of online retail consumers surveyed expect companies to offer personalized experiences

56% of online retail shoppers and **49%** of offline shoppers expect consistent levels of service across physical and digital channels

35% of online retail consumers expect to have the option to chat with a live agent

24% of online retail consumers expect same-day delivery

Customer experience also contributes to the bottom line by promoting repeat business.

31% of online retail shoppers and **27%** of offline retail shoppers reported increased loyalty to companies who they felt responded positively during critical service incidences

WHETHER YOU RELY ON BRICK-AND-MORTAR OR ECOMMERCE to build your retail business, you have one thing in common: the need to exceed customer expectations. Inundated with data and content from competing brands, today's customer demands personalized experiences that anticipate their every need, want, and desire.

IMAGINE being able to reach your target audience with sharable content, goods, and offers that evoke the positive emotions and behaviors needed to drive repeat business and create brand loyalists. Or, think of the endless opportunities to reach your customer if you had the data and insights required to understand how customers are using your loyalty cards—or why they aren't—so that you can create personalized offers that are targeted and unique.

ExperienceMIX can give you the tools, insights, and capabilities needed to better understand your data, engage new customers, and retain existing ones, helping you exceed customer expectations at every interaction, in real time.

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Ready to discover the value of a better customer experience?

With ExperienceMIX, we bring together leading, complementary capabilities from Deloitte Digital, Medallia and Adobe to help our clients deliver personalized, contextual experiences to customers that drives sales and increases customer loyalty.

Contact a member of the team to learn more.

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ExperienceMIX sits within Deloitte Digital's broader DigitalMIX ecosystem platform - a custom, multi-solution portfolio of core marketing technology, deep analytics, customer relationship management, order and billing management, industry accelerators, and cloud-based services. Designed to deliver a one-stop-shop for strategy, digital processes, design, and technology, DigitalMIX integrates our pre-configured, cloud-based and on-prem services with industry-leading solutions throughout the digital enterprise. **Visit www.deloitte.com/digitalmix to learn more**

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