ExperienceMIX
A DigitalMIX™ solution
Combining traditional customer data with emotional data to deliver more personalized, contextual experiences to customers.

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Learn more at www.deloitte.com/digitalmix

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1 https://experiencematters.blog/2016/08/22/the-large-connection-between-emotion-and-loyalty/
2 https://amdgtl.com/blog/emotional-marketing-multifamily-marketers

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The Emotional Paradox:
We know emotions create highly loyal, more profitable customers

Customers who have a positive emotional experience with a brand are 15X more likely to recommend, 8X more likely to trust, and 7X more likely to purchase from that brand.

80% of the decisions we make each day are based on emotion (or emotional connection).

Fully connected customers are 52% more valuable than satisfied customers.

But organizations often lack the emotional content to drive offer, actions, and interactions until now –

Deloitte Digital has created ExperienceMIX, a solution that pairs traditional customer data with emotional data to deliver personalized, contextual experiences to customers.

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 services with industry-leading solutions throughout the digital enterprise.

Move Your Customers From Being Merely Satisfied to Fiercely Loyal
ExperienceMIX brings together leading, complementary capabilities from:

Deloitte Digital
- Real-time APIs and integration
- Emotional sensing algorithms
- CX strategy, design and measurement framework
- Prospect through customer data management

Medallia
- Real time feedback and emotional context
- Closed loop validation and measurement
- CX theme assessments and dashboards

Adobe
- Real-time micro-segmentation and modeling
- Real-time decisioning
- Content orchestration and management

**Segments**
- 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

**Potential Benefits**
- Increased revenue and share of wallet through more accurate targeting
- Enhanced customer experience and loyalty by delivering more personalized experiences
- Reduced operational costs through automation and real-time decisioning
- Unique, differentiated experiences at scale