

**Deloitte.**

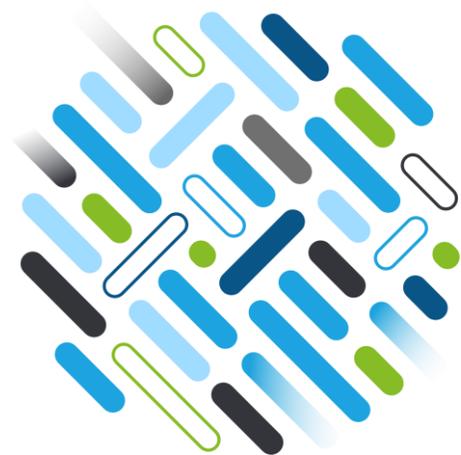


# **Converge**CONSUMER™

Shaping and delivering the future faster



The future of the consumer is evolving. Can you help shape it before it shapes you?



## ConvergeCONSUMER™

In a market always shaped by the pressure to understand what consumers will want next, granular data, analytics, and automation can be powerful tools. But you must know how and when to use them in order to understand where your customers are going before anyone else.

That's why we created **ConvergeCONSUMER™**. We combine harmonized and proprietary consumer data sets with next-generation technology platforms, applied artificial intelligence and machine learning focused on consumer demand prediction, and, leveraging decades of experience in the consumer sector, understanding of how decisions are made across consumer businesses. We drive value for our clients by optimizing those decisions and actions at a level of granularity only made possible with today's data and technology.

We build a panoramic view of your customers' behaviors and spending preferences – blending client's CRM data collection with external data that provides valuable inputs on personalized patterns, sentiment, preferred foot and web traffic, even predictive models on their health and financial welfare. We then use that knowledge to get ahead of demand and proactively deliver highly localized and personalized strategies when it comes to key issues such as product mix, promotions, store layouts, inventory management, and customer engagement. The results include top-line growth, margin expansion, improved market share, and increased ROI on commercial spend.

“ To compete in today's digitally-driven consumer marketplace, speed is mandatory, granular insights are critical, and informed decision-making is essential. But winning now requires the ability to orchestrate each of these elements while separating long-term signals from market noise. ConvergeCONSUMER was built by Deloitte to help consumer-focused organizations achieve a holistic view of their customers' behaviors, enable decision precision through the application of advanced artificial intelligence and machine learning capabilities, and deliver through the hyper-personalized and differentiated experiences consumers expect.



**Ed Johnson**  
Principal  
ConvergeCONSUMER

## Why ConvergeCONSUMER™?

Our mission isn't to overwhelm you with data – it's to help you focus on what matters and then act on it. We know that true transformation doesn't happen by bolting another toolkit on top of an existing business or by simply purchasing a new data set. In addition to data or software, today's consumer-facing businesses need a trusted partner who can help anticipate, accelerate, and mobilize — and who is there through every step of the journey. ConvergeCONSUMER's suite of solutions and related offerings are designed to accelerate both value creation and organizational change, focused on enabling consumer insights and other demand signals to permeate decision-making across the enterprise.

### Example outcomes you can expect:

- **Insights-based optimization:** We'll help you improve your understanding of purchase patterns and other behavioral data to localize and/or personalize pricing, promotions, and markdowns.
- **Automate assortment at scale:** Your inventory and merchandising strategies will be laser-focused on establishing the right product at the right price at the right time in each store and channel, with proactive positioning for each customer.
- **Accelerated speed to shelf:** Our enhanced demand projections will enable you to minimize the time between identified customer needs and order delivery.
- **Tailored online shopping:** Your website and app platforms will deliver predictive and personalized shopping insights and trusted loyalty experiences to customer micro-segments.
- **Personalized loyalty actions:** Comprehensive customer insights and analytics, fueled by an ecosystem of consumer data to understand the full demand equation, will drive personalized engagement actions through autonomous campaign planning, content and messaging management, customer acquisition, and loyalty programs.

“ConvergeCONSUMER's approach is to focus on the key decisions organizations make, from assortment decisions in a store, to the promotional offer in an email, or the production schedules in a plant. Our technology turns data into insights, insights into predictions, and predictions into optimal decisions, all delivered in the right medium for the user, be it an end-customer, key account manager, or retail associate. By improving the quality of those decisions, we deliver top- and bottom-line value.”

## A Convergence of Capabilities and Solutions

In order to achieve a successful outcome, it's vital to find what matters and act on it. ConvergeCONSUMER™ does that via interrelated offerings which reduce the complexity your business faces, accelerate digital transformation, avoid technology obsolescence, make stronger connections with your customers – while stretching your technology budget further. The offerings include:



### Consumer Signals

Most retailers and consumer products companies have a partial view of their customers' spending and other behaviors. Even when data is abundant, they often struggle to turn those data into sales growth. We blend our harmonized, third party and propriety data sets with your own consumer data to give our clients clear market signals.



### Future Demand Prediction

Our proprietary AI-powered technology enables our clients to enhance their segment-based demand forecasts, optimize inventory planning, reduce lost revenue to out-of-stock scenarios, and bring greater precision to every decision.



### Optimal Decision-Making

We then use that understanding to provide the local- and user-based insights needed to offer the right products at the right price, time, and place – with all the cost efficiencies of an enterprise-wide solution.



### Personalized and Localized Experiences

We combine market insights and predictive modeling to help our clients refine their target customers into smaller and smaller segments, driving more profitable and purposeful engagement. This builds trust and loyalty, puts a premium on responsible and equitable outreach, and delivers highly personalized experiences that customers have come to expect.

## Why Deloitte?

We bring together the full weight of Deloitte's market-leading investments in technology, with a trusted network of ecosystem partners and our firm's experience and depth in helping clients thrive through disruption. When organizations want to jumpstart business transformation, Deloitte's Converge solutions can help them to unlock a more purposeful path to the future.

By strategically combining human intelligence and insights and proprietary solutions built with Deloitte IP and ecosystem technologies, Deloitte harnesses the power of integration to deliver multiplied value that may not be achievable by services or technology alone.

As a result, clients can overcome complex technical and operational challenges, reduce risky investments, capitalize on unrealized opportunities, and drive growth and innovation – better, faster, and more efficiently.

### Why We Do It

To enable your organization to stay competitive, achieve ambitious outcomes, and identify new opportunities **by connecting with specialized talent and harnessing data and technology to drive innovation forward.**

### How We Deliver

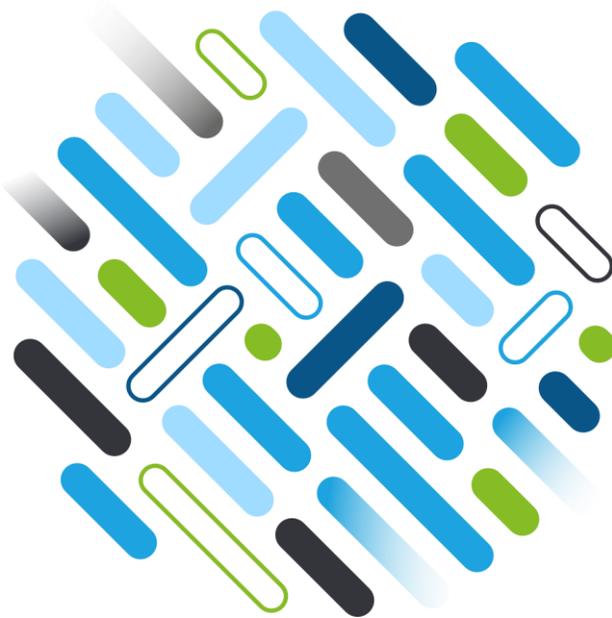
We integrate our human intelligence and insights with our proprietary and ecosystem technologies to **untangle complex business issues, identify new opportunities, and see the solution through to the end state – and future state – desired by clients.**

### What We Deliver

We deliver and operate flexible and demonstrated solutions – **driven by technology, supercharged by human insights, engineered to limit variability and manage risk, and configured to help our clients** address their most important and complex business problems.

Deloitte has decades of insights working within and across these industries. This enables us to apply and scale technologies faster by adapting technology to each industry's business realities. Our commitment isn't to a technology platform, subscription, or technique. Our commitment is to your business, and we'll be there the whole way, delivering results quickly, efficiently, creatively. As the world continues to transform and converge, so will we, with the full strength of Deloitte and everything we can do.





**Start the conversation**

Visit [www.deloitte.com/us/convergeconsumer](http://www.deloitte.com/us/convergeconsumer) for more information



**Ed Johnson**

Consumer Portfolio Leader,  
ConvergeCONSUMER  
Principal, Deloitte Consulting LLP  
[converge@deloitte.com](mailto:converge@deloitte.com)



**Ben Stiller**

Consumer Portfolio Leader,  
ConvergeCONSUMER  
Principal, Deloitte Consulting LLP  
[converge@deloitte.com](mailto:converge@deloitte.com)