

The true value of customer experiences

Creating an effective customer experience is about more than just ensuring your customers receive the products and services they desire in a timely and efficient manner. It's also about creating touchpoints with real people who can organically evangelize and grow your brand through their social media and offline interactions with friends and family. We help companies understand and capture the value of effective customer experiences to gain competitive advantage and differentiate themselves from competitors.

How Deloitte can help

Our Monitor Deloitte strategy professionals work with C-suite executives, including but not limited to CEOs and CMOs, to design and execute customer experiences that align to a company's strategic objectives and deliver results that can be measured and improved upon. We do this by helping our clients answer key questions such as:

- What are the "moments that matter" both to our customer and to our business?
- How can we personalize our customers' experience based on their individual needs and their value to our business?
- How do we ensure that our CX investments are improving our customers' experience and our top and bottom lines?

How we can help

experiences create value in the moments that matter most—and not just for the customer, but for the business, too. Customer experience value (CX^v) helps companies to recognize a customer's value at the point of customer contact and decide how to maximize that value through dynamic, personalized treatment to ensure maximum CX ROI.

A new era of customer engagement

CX^y allows companies to recognize a customer's value at the point of contact and decide how to maximize that value through dynamic, personalized treatment to deliver the best experience possible and generate the maximum return on their efforts.

1. Define value

Define customer value for your organization, including priority metrics to improve.

4. Track and enhance value creation

Measure changes in priority metrics to gauge effectiveness of your CX investments and apply value insights to improve CX



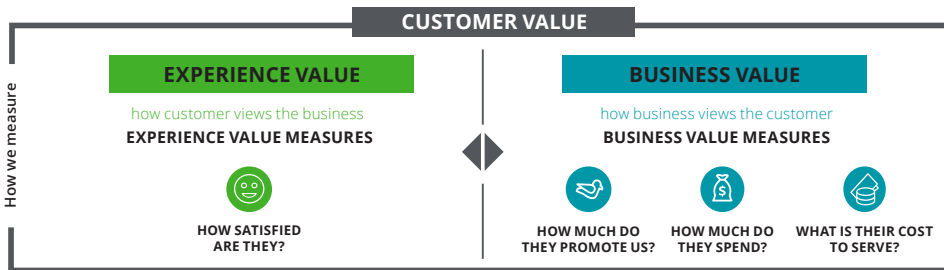
2. Know who drives value

Segment customers based on customer value and baseline priority metrics for each segment to measure return on investment

3. Create value through experience

Invest in each value segment proportionate to the bottom-line value they do/will create and focus on the moments that matter most

CX^y helps businesses identify their most important customers by predicting their future behavior and profitability.



Potential benefits:

- Effectively segment and target your most valuable customers and create data-driven, meaningful, and valuable experiences to reward and increase their loyalty
- Reward and invest in your most valuable customers based on their anticipated profitability
- Iteratively improve your customer experience strategy based on performance data

Why Deloitte?

We practice what we preach. We know your customers are as important to your success as our clients are to ours. We understand the importance of treating clients like the valuable resources they are and are positioned to leverage our years of knowledge and experience to help your business reach its full potential.

The true value of your customers

Every business owner knows the importance of keeping their customers happy and satisfied, but very few truly understand the value that providing a positive shopping experience can have on their bottom line. The numbers may surprise you:

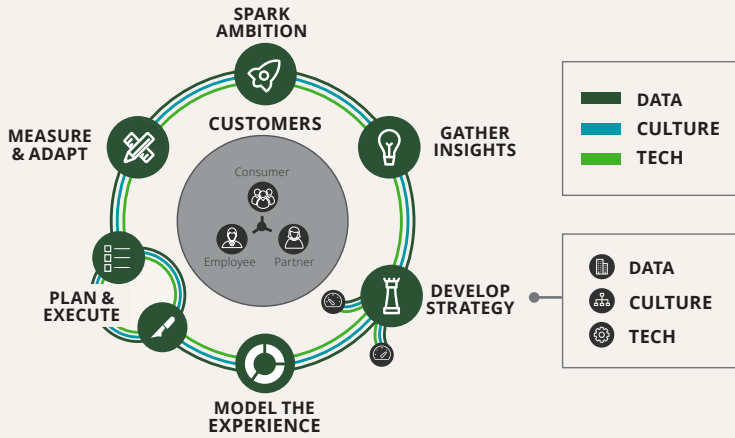
- Research shows that customers are likely to mention a positive customer experience to an average of nine people, while they are likely to tell 16 people about negative experiences.¹
- Conversely, customers who enjoy positive experiences are likely to spend 140 percent more than customers who report negative experiences.²
- Customers who enjoy positive experiences are likely to remain customers for five years longer than customers who had negative experiences.³
- Delivering positive customer experiences can reduce your cost to serve customers by up to 33 percent.⁴

^{1,2}“Customer Experience is the Future of Marketing,” Forbes, 2015

^{3,4}“The Value of Customer Experience, Quantified,” Harvard Business Review, 2014

Deloitte's **CX framework** helps clients transform their businesses to define, design, and enable the experiences customers want...

...and **CX^v** provides the data and analytics to determine which customers to invest in at the right times in the right ways



- User Research and Testing
- Disruptive Trends Research
- Rapid Prototyping
- Customer Journeys and Personas
- Roadmaps
- Wireframes
- Digital DNA
- Culture Path
- Future State Blueprints



What makes a customer “valuable” to the company? Revenue? Brand promotion? Low cost to retain?



Which customers bring in the highest value or potential value, and thus merit higher CX investment?



Which CX actions resonate most with the customer and in turn positively impact the company's bottom line?

Leveraging our ecosystem of alliances such as Adobe, Medallia, Oracle, and SAP, along with the depth and talent provided by specialists from our own market-leading consulting services across strategy, analytics, digital, and human capital, we have the experience to address your customer experience needs, and to help you leverage the learnings and benefits of CX^v across all other aspects of your business.

Learn more

To learn more about how we can help, visit www.deloitte.com/us/customer-marketing-strategy

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The big idea

When it comes to customer experiences and satisfaction, the devil is in the details—and the data. Our CX^v solution can help you understand and capture your customers' potential value and show you how maximizing the “moments that matter” can yield positive results for your business.

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