

Building your Experience Business

A practical how-to guide



Introduction

How does your business make your customers feel?
Have you earned the right to play?

Long gone are the days of customers simply buying based on price or on product or service alone. They now buy experiences. The ultimate goal of any business is to make its customers feel good and to add value to their lives. This is what an experience business is all about; building experiences around products and services that people love and will keep them coming back for more.

Many organizations get stuck delivering commodity experiences that fail to distinguish them from rivals. That leaves them vulnerable.

Conversely, creating an experience business will drive long-term business growth, durability and relevance. Drawing on insights from our daily practice, Deloitte Digital has created this practical guide, called *Building your Experience Business*. It is designed to help organizations fundamentally change the way they engage and interact with customers.

A lot has been written about what it means to be an experience business, but very little about how to become one. This guide pinpoints the common challenges and possible ways for how to solve them.

Building an Experience Business comes with challenges

Companies that succeed in building an experience business, are able to provide those compelling, meaningful and consistent interactions that we are all after. For many organizations it's one of the top business priorities for the coming years. However, building an experience business requires a comprehensive transformation. It goes beyond the marketing department or digital hub, it calls for a company-wide commitment. It will impact your customer strategy, your organizational structure, your technology and most of your – if not all – internal processes.

To start with, an experience business is about balancing customer journey teams that work horizontal across the organization, with vertical efficiency-focused processes of products and services. In this context it can be challenging to implement the optimal way of working and develop the right competences. In addition, organizations need to assess if the underlying experience platform is up for the job to facilitate desired experiences and, of course, monitor and optimize them.

A practical guide to help you building your experience business

In Deloitte's daily consulting practice, we frequently see that constructing an experience business is a rich and challenging journey. Although the roadmap can be simple and obvious, it requires fundamental choices, persistence and leadership.

This practical guide *Building your Experience Business* is based on extensive experience working with clients. It will help organizations identify the simple and clear steps they need to go through to transform into an experience business successfully. In seven chapters, we discuss the most important topics that organizations encounter.

The practical how-to guide

1. Experience Strategy & Blueprint

Embedding convenience, personalization and brand purpose throughout your customer journeys.

2. Design & Configure Customer Journeys

Bringing customer journeys alive based on your strategy with service design and agility.

3. Track & Trace Customer Journeys

Managing performance with connected data, dedicated KPI-frameworks and dashboarding.

4. Setup Customer Journey teams

Establishing customer journey teams, adapting your processes and integrating them in your organization.

5. Supporting your Experience Business with Digital Experience Platforms


Facilitating and scaling hyper-personalized experiences with the right technology.

6. Scalable & Efficient Customer Journeys

Managing, scaling and maintaining customer journeys across multiple markets/brands.

7. Challenges, Scenarios, Roadmaps

Successfully rolling out an experience business in your organization and overcome transformational challenges.



Organizations that master this well, outperform their peers significantly across all phases in the customer lifecycle; from acquisition, activation to retention.

- Deloitte Digital

Thank you.

While sharing best practice through this guide, we recognize that every organization has its own context and specific way of working. Given the diversity of organizations and our desire to make a positive impact, we are keen to talk to everyone who is passionate about this subject.

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