This is **Lift Acceleration**

Lift Acceleration Program helps organizations become more customer-centric by focusing on improving customer acquisition and customer lifetime value.

At its core, Lift Acceleration Program is a customer-centric operating model designed around the human experience and the moments that matter. Lift Acceleration Program leverages Adobe Experience Platform and Adobe Experience Cloud to empower organizations with a single view of the customer, higher customer engagement, and superior business performance. Lift Acceleration Program combines the power of Hux by Deloitte Digital, with Adobe’s digital experience expertise, to bring together customer and audience data in real-time, activate smart decisioning, and deliver impactful customer experiences.

Lift Acceleration Program empowers organizations to make the right decisions across all stages of the customer journey, by establishing the right operating model, culture, digital foundation, and connections—between people, systems, data, insights, and products.

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**Customer-centric operating model**

Activate a customer-centric organization with ownership of KPIs and closed-loop processes to share and act on insights

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**Customer experience KPIs**

Start by defining the customer experiences and KPIs for the moments that matter; insights beyond financials

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**Customer engagement platform**

Design and implement a complete system of engagement to help organizations with data, decisioning, and delivery
Lift Acceleration Program helps organizations with three main objectives:

1. Building connections through the human experience of customers
2. Personalizing the moments that matter in people’s lives through emotional connections that inspire and drive bottom-line results
3. Implementing leading customer engagement practices alongside cutting-edge digital experience platforms to achieve higher levels of business performance

The Deloitte Digital and Adobe alliance: IMPROVING CUSTOMER ENGAGEMENT AND RETENTION

At Deloitte Digital, we help you see what’s possible, identify what’s valuable, and deliver it in a way no other professional services or creative agency can. And together with Adobe, the most recognized name in marketing technology, we’re collaborating to deliver dynamic solutions that help you drive connection, loyalty, and growth with each interaction.

How can Lift Acceleration Program help your organization achieve a new level of customer-centricity?
Get in touch with us, or explore more at https://www.deloittedigital.com/us/adobe

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