

Deloitte.
Digital

ExperienceMIX

**Enabled by Adobe Experience Platform and
Hux by Deloitte Digital**

Combining traditional customer data with emotional data through AEP to deliver more personalized, contextual experiences to customers, at scale



WHEN IT'S ALL SAID AND DONE, are we doing and saying enough for our customers?

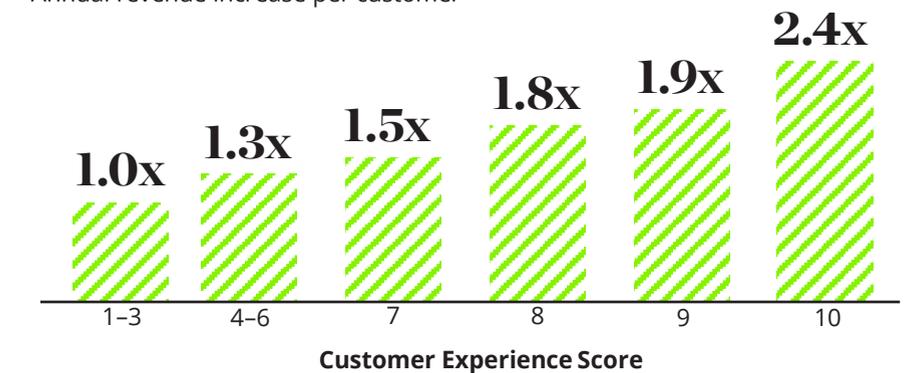
As the the end-to-end customer experience continually grows in importance, new trends are emerging around customer dynamics and the role emotions play in purchasing behaviors. Customers are far more complex than a simple bar or pie chart. They are dynamic human beings who maintain personal preferences, are affected by social influences, and demand unique experiences—all elements that shape how and when purchasing decisions are made. At the end of the day, we as humans want to feel appreciated, valued, and respected, which results in grateful, confident, and happy consumers. Businesses therefore need to be emotionally intelligent enterprises who are as invested in EQ as they are IQ.

As a consumer, one's emotional responses to ads are three times more likely to influence buying decisions than the ad's content itself

Source: Psychology Today

And that can translate into sales

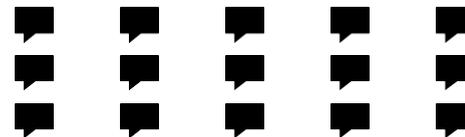
Annual revenue increase per customer



Source: Medallia Analytics

Customers who have positive experiences are:

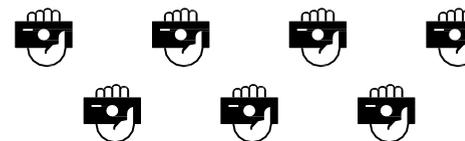
15x
more likely to **recommend**



8x
more likely to **trust**



7x
more likely to **purchase**



Source: Temkin Group Experience Ratings™

The most predictive measure of ads increasing sales is "likeability." All things being equal, customers should be treated differently based on how they feel at any given moment. So how do we get there?

Source: Psychology Today/Advertising Research Foundation

Deloitte Digital has developed a cutting-edge, cloud-based accelerator dedicated to helping you do just that.

Welcome to ExperienceMIX.

Studies show that consumers primarily evaluate brands based on

♥ **PERSONAL FEELINGS AND EXPERIENCES** — **not information.**

Source: PsychologyToday

Traditional customer data has its advantages. It offers insight into customer behavior, allows you to segment and target your markets, and provides benchmarks and ongoing insights for business strategies. However, customer expectations continue to increase.

“Understand my journey and objectives”

“Reward me appropriately for my loyalty”

“Send me messages on products I love”

“Inspire me with new and pertinent products and services”

“Provide me with relevant content”

“Understand how best to speak to me”

ExperienceMIX enabled by Adobe Experience Platform (AEP) and Hux by Deloitte Digital can help you make personal connections far beyond the transaction by combining traditional customer data with emotional data and online & offline execution channels to deliver unique, differentiated experiences.



Deliver the

RIGHT CONTENT,

at the

RIGHT TIME,

and

AT SCALE

Let's face it, there's plenty of content in the world today. The problem is delivering the right content, at the right moment, to connect with your customer. ExperienceMIX enabled by AEP and Hux by Deloitte Digital leverages market-leading technologies to provide you with premier tools integrations and insights to get you there—fast.



Deloitte Digital can take your customer experience program from strategy, to delivery, to day-to-day operation, bringing deep industry experience, one-of-a-kind accelerators, creating emotionally intelligent enterprises.

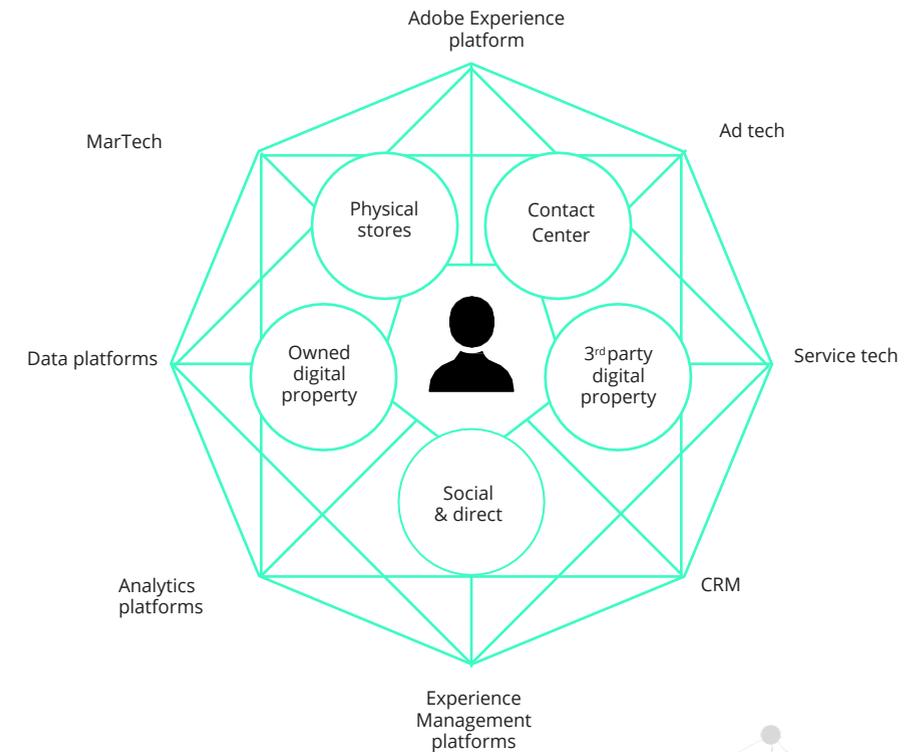
- CX strategy, design, and measurement framework
- Prospect through customer data management
- Emotional sensing algorithms
- Real-time integrated customer data and technology solutions



Adobe Experience Cloud analyzes that customer data, provides insights to make real-time decisions, and a wide range of digital tools to help create customer experiences that stand out in the crowd.

- Omni-channel experience data foundation, intelligent decisioning and multi-channel execution through AEP
- Real-time insights and micro-segmentation
- Content orchestration and management

The ExperienceMIX Ecosystem



When customers experience these **positive emotions**:



92%

plan to stay with the brand



88%

plan to increase spending with the brand



91%

will advocate for the brand

Customers are **GOOD.** Fiercely loyal customers are **BETTER.**

ExperienceMIX enabled by AEP and Hux by Deloitte Digital can help you make personal connections far beyond the transaction by combining traditional behavioural and customer data with emotional data to deliver unique, differentiated experiences, at scale.

ExperienceMIX sits within Deloitte Digital's broader Hux proposition as an experience-focused solution dedicated to helping you deliver more for your customers. Hux can deliver elevated human experiences to your customers and prospects, by combining Deloitte services and assets with best-of-breed technologies. Hux connects the customer journey from lead to loyalty using data and AI to optimize and personalize every interaction.



Increase revenue and share of wallet through more accurate targeting



Enhance customer experience and loyalty by delivering more personalized experiences



Reduce operational costs through automation and real-time decision making

Get the full story on your customers:



SEGMENTATION

- Demographics
- Customer Data (e.g. tenure)
- Channel Preferences
- Value

+



BEHAVIOR

- Interaction History
- Interaction Demographics (e.g. spend patterns, service contact, web browsing)

+



EMOTIONAL

- Brand Perception
- Current NPS
- Sentiment
- Emotional Comments/words

+



UNIQUE EXPERIENCE

- Personalized and dynamic treatment
- Contextual, based on emotions and primary feedback

GET THE FULL STORY ON YOUR CUSTOMERS:

Ready to discover the value of a **better customer experience?**

With ExperienceMIX enabled by AEP and Hux by Deloitte Digital, we bring together leading, complementary capabilities from Deloitte Digital, Adobe and experience management platforms to help our clients deliver personalized, contextual experiences to customers that drives sales and increases customer loyalty.

Contact a member of the team to learn more.

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