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
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

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*

And that can translate into sales:

Annual revenue increase per customer

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<th>Customer Experience Score</th>
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Source: Medallia Analytics

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: Psychology Today

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.

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.
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.

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

Source: Forrester

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 standout 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

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

The ExperienceMIX Ecosystem

- Adobe Experience Cloud
- MarTech
- CRM
- Analytics platforms
- Data platforms
- Social & direct
- Service tech
- Ad tech
- Owned digital property
- 3rd party digital property
- Contact Center
- Physical stores
- Experience Management platforms
- CRM

Ad tech

Source: Forrester
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.

Royston Seaward  
Partner and Global Adobe Alliance Leader  
Deloitte LLP  
rseaward@deloitte.co.uk

Dan Erbland  
Director and ExperienceMIX Business Development  
Deloitte LLP  
derbland@deloitte.co.uk

Tim Greulich  
Managing Director and Deloitte Digital Experience Management Practice Leader  
Deloitte Consulting LLP  
greulich@deloitte.com

Learn more at www.deloittedigital.com/adobe

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