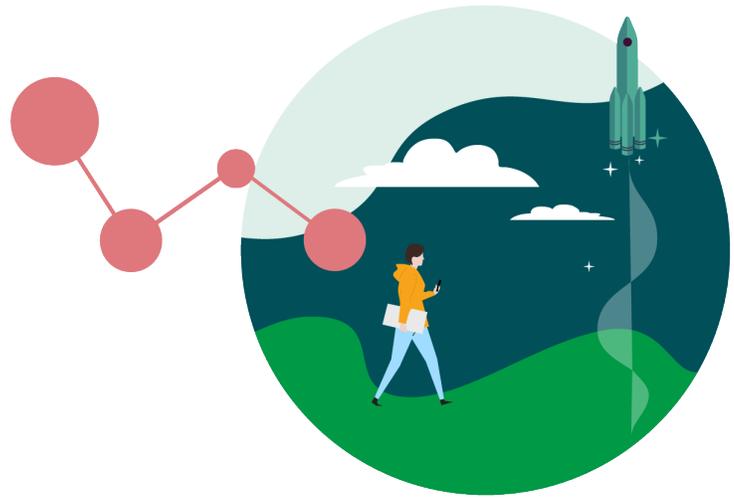




**Deloitte.**  
Digital



## Elevating HX with ExperienceMIX

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

Consumer expectations are higher than ever and to connect with customers and earn their loyalty, brands need to adapt experience management (XM) strategies to account for a key factor that drives consumer behavior: emotion.

When customers experience positive emotional connections with brands:

**92%** plan to stay with the brand

**88%** plan to increase spending with the brand

**91%** will advocate for the brand<sup>1</sup>

ExperienceMIX can help build personal connections far beyond the transactional by combining traditional customer data with emotional data. Powered by market-leading Adobe and experience management platforms, ExperienceMIX can help brands create personalized experiences at scale that deliver the right content at the right moment, and most importantly—in an emotionally-relevant context.

### ExperienceMIX brings together

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

**Multiple other platforms** such as CRM, PoS, or service tech through AEP, enabling ExperienceMIX to plug in to any enterprise and leverage any relevant dataset or execution channel

**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

# ExperienceMIX enabled by AEP and Hux by Deloitte Digital

Helping brands to increase conversion, reduce churn, and drive more efficient marketing spend across industries

The ExperienceMIX accelerator is available as a demo for the Telco, Retail (B2C and B2B) and Retail Banking industries. Each of these demos brings to life how organizations can target new and existing consumers with sharable content, goods, offers, and even service that evoke the positive emotions and behaviors needed to drive repeat business and create brand loyalists. ExperienceMIX can enable organizations to:

## TELCO DEMO

- Target unknown prospects that are lookalikes with profitable customers, and convert and engage to understand the experience from their perspective.
- Empower their marketing, sales, and service journeys with experience and behavioral data to delight customers and drive loyalty through AEP's unified profile.
- Increase upsell and cross-sell by leveraging real-time machine learning segments that pull together experience data, verbatim comments, and behavioral data. This can provide the right offer at the right time through the right channel, whether that is through a 1-2-1 verbal conversation, a personalized owned digital property, or via an outbound direct channel.

## B2B RETAIL DEMO

- Leverage Medallia and Adobe Analytics technologies for emotional and behavioral user data to identify customers who may be dissatisfied and proactively reach out to them to resolve issues.
- Encourage purchase funnel conversion by utilizing contextual, emotion-based data to inform targeted marketing outreach and offers.

## B2C RETAIL DEMO

- Target satisfied customers and leverage positive interactions to create personalized campaigns and offers to encourage conversion when the customer's intent to purchase is at the highest.
- Identify unhappy customers, understand their dissatisfactions, and avoid unsuccessfully targeting them with additional offers and ads until outstanding issues are resolved.
- Reduce basket abandonment by gaining real-time insights on why customers may not be purchasing and leveraging this data to retarget offers to incentivize purchasing.

## RETAIL BANKING DEMO

- Target satisfied bank customers with personalized add-on services and products to increase cross-sell and upsell
- Uncover new product demand by surveying customers directly and meeting those desires in real time through digital channels
- Identify unhappy customers, understand their dissatisfaction, and generate campaigns to reduce churn and improve customer experience

To learn more about ExperienceMIX industry solutions, please reach out to:

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<sup>1</sup><https://www.forrester.com/report/The+US+Customer+Experience+Index+2018/>

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