



Drive hyper-growth by elevating the human experience at every interaction

People are more than figures in a data column. They're more dimensional than consumers. More wholistic than patients. And more layered than citizens.

Your audience is a collection of ever-evolving, think-for-themselves, live-life-to-the-fullest, for lack of a better word: people. And people contain multitudes, just like your business. In order to connect with people you need to be equipped to reach them on a more human level, through a more connected human experience. Hux by Deloitte Digital helps you build those connections by integrating a wide variety of data, technology, and services, and using AI to optimize and personalize the audience journey across various touch points. And we give you complete ownership of it all.

This is the future of the connected human experience.

This is Hux

Key connections enable personalized, contextual experiences across the customer journey, at scale. Hux connects:

Data Sources



Connecting key data sources to understand what matters most to people.

Systems



Connecting your systems and layering in advanced capabilities like AI and machine learning to more effectively sense and respond to needs at scale.

Processes



Connecting your processes to unlock insights, create collaboration, and drive acquisition, engagement, and loyalty.

Customers



Connecting with your customers in personal, meaningful ways that respect them as people—not customers—first.

Employees



Connecting with your employees, empowering them to deliver exceptional experiences to customers, and making them feel truly valued.

Partners



Connecting with your partners to drive collaboration and consistency when delivering brand experience.

About Hux

Hux by Deloitte Digital integrates Deloitte know-how, IP and creative resources to deliver on the promise of the elevated human experience, bringing the power of data science, human psychology and content efficiently together. We often start with a customer data platform (CDP), which we set up under your ownership and ideally in your environment to capture all forms of data including experience and operational data. Building on this single view of the customer, Hux then enables orchestrated decisioning at every touchpoint and channel, to optimize your desired business outcomes.

Hux offerings help to take you from lead to loyalty:

Acquire

Gain more high-value customers

Helps you to optimize and personalize every interaction for prospects



Engage

Enhance experience of existing customers to increase growth

Helps you to optimize and personalize every interaction for customers



Master Growth

Own, understand, and master your growth strategy

Helps you to understand and own the data and decisioning that deliver hyper-growth

Turning customer experience into human experience

The ability for brands to make individual, meaningful connections with customers on a human level has never been greater, while the demand from customers for these connections has never been higher.

Hux by Deloitte Digital helps you to create more personalized, contextualized, and meaningful end-to-end experiences for individuals at scale. These experiences, in turn, can help humans create deep emotional connections to your products and brands, which drive loyalty and business growth.

Ready to get started?

Contact a member of our team to learn more.

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