



## Elevating CX with ExperienceMIX

*Combining traditional customer and emotional data to deliver more personalized, contextual experiences*

Consumer expectations are higher than ever and to connect with customers and earn their loyalty, brands need to adapt customer experience (CX) 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

ExperienceMIX can help build personal connections far beyond the transactional by combining traditional customer data with emotional data. Powered by market-leading Adobe and Medallia technologies, 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.

### *The ExperienceMIX ecosystem*

- **Deloitte Digital** can take your CX program from strategy to delivery, bringing deep industry experience, one-of-a-kind accelerators, and a track record of success in creating omni-channel experiences.
- **Medallia Experience Cloud** gathers contextual, emotional, and experimental customer data at scale, providing real-time feedback.
- **Adobe Experience Cloud** analyzes that customer data, provides insight to make real-time decisions, and a wide range of digital tools to help create customer experiences that stand out in the crowd.

# ExperienceMIX for retail

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

## **B2C retail demo**

ExperienceMIX can help retailers to identify and target new and existing consumers with sharable content, goods, and offers that evoke the positive emotions and behaviors needed to drive repeat business and create brand loyalists. With ExperienceMIX, retailers can:

- 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.

## **B2B retail demo**

Powered by Adobe Experience Cloud, Medallia Experience Cloud, and Marketo technologies, ExperienceMIX can help B2B retailers manage their accounts more effectively and transform customers from single-transaction based buyers to brand loyalists and advocates.

ExperienceMIX can enable B2B retailers to:

- 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.

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

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