Digital commerce is about much more than a transaction. Today’s customer—whether B2B or B2C—expects a connected, personalized buying experience—one that intuitively predicts their needs, responds to their preferences and respects their privacy across the whole engagement journey. Through Deloitte Digital’s commerce performance offering, your business can improve and connect buying experiences in ways that build customer trust and spark your growth.

Improve commerce performance. By leaps and bounds.

We hear what you’re saying

We need to activate new sources of revenue—fast.

Digital commerce is about much more than a transaction. Today’s customer—whether B2B or B2C—expects a connected, personalized buying experience—one that intuitively predicts their needs, responds to their preferences and respects their privacy across the whole engagement journey. Through Deloitte Digital’s commerce performance offering, your business can improve and connect buying experiences in ways that build customer trust and spark your growth.

Delivering standout human experience

1. Leap the gaps
   - Our deep knowledge of your business and capabilities across the tech-with-talent spectrum help you rapidly orchestrate commerce experiences that spark business growth.

2. Connect to elevate
   - Our relationships across the technology ecosystem enable us to help improve performance from your existing commerce platforms while connecting to new possibilities.

3. Scale for growth
   - We can operate what’s needed when you need it by providing our global depth of on-demand resources—while helping you develop capabilities you need in-house.

Connecting the ecosystem

We work closely with leading providers of communications and digital experience orchestration tools, marketplace platforms and measurement solutions to provide powerful, integrated commerce solutions that fit your business, your people and your existing technology stack.

The capabilities you need, at scale

- Maturity assessment & performance measurement—Our end-to-end analytics capabilities and visualization tools provide insights into what’s working for customers—and for your business.
- Journey orchestration & personalization—Our data-driven content streams and modular assets support flexible, scalable functionalities to help customers feel personally engaged across channels and moments.
- Testing & optimization—Our proven test-and-control frameworks help you refine tactics across paid and owned channels and across the full lead-to-loyalty journey.
- Technology complexity is creating friction for customers.
   - Tools and platforms built for yesterday’s digital commerce are increasingly ill-suited to handle the dynamic expectations of customers in an omnichannel world.
- We need better, faster access to our performance data.
   - Delays in availability and accessibility of data get in the way of making fast, smart business decisions. A unified, customer-centric, real-time view is needed.
- We need to activate new sources of revenue—fast.

- Marketplaces, social selling—the options are out there. But get it wrong, or get beat by the competition, and it could cost precious time, profits...or both.

- We need better, faster access to our performance data.
   - Delays in availability and accessibility of data get in the way of making fast, smart business decisions. A unified, customer-centric, real-time view is needed.

- Technology complexity is creating friction for customers.
   - Tools and platforms built for yesterday’s digital commerce are increasingly ill-suited to handle the dynamic expectations of customers in an omnichannel world.

- We need to activate new sources of revenue—fast.
   - Marketplaces, social selling—the options are out there. But get it wrong, or get beat by the competition, and it could cost precious time, profits...or both.

- We need better, faster access to our performance data.
   - Delays in availability and accessibility of data get in the way of making fast, smart business decisions. A unified, customer-centric, real-time view is needed.

- Technology complexity is creating friction for customers.
   - Tools and platforms built for yesterday’s digital commerce are increasingly ill-suited to handle the dynamic expectations of customers in an omnichannel world.
MAKING THE LEAP TO BETTER COMMERCE PERFORMANCE.

How a focus on commerce performance helped an iconic jewelry brand shine brighter.

AMBITION
An iconic jewelry brand had recently launched a new digital commerce platform with an aim to grow the company’s omnichannel presence. However, the initial implementation of the platform created ongoing technology and operational issues that negatively impacted customer experiences and provided an inadequate foundation for growth.

SOLUTION
We conducted an assessment of the digital commerce platform—evaluating people, processes and technology. This work provided insights that led to a full-site redesign focused on customer experience, mobile payments, search engine optimization, ADA compliance and performance. The company’s new global platform was built and launched in eight weeks.

To support the company’s growth trajectory goals, we utilized an agile approach to launch additional new features and enhancements as well as strategic capital projects. This approach has enabled the retailer to adapt quickly to real-time business demands and streamline development activities that support new and engaging experiences—all while delivering on strategic initiatives.

IMPACT
The brand has experienced remarkable digital growth since partnering with Deloitte Digital. In addition to accelerating success against key performance indicators, our partnership has delivered and executed a strategic road map of capabilities in rapid succession to orchestrate more integrated omnichannel experiences for customers—helping the brand realize its growth goals, with digital at the forefront of success.

<table>
<thead>
<tr>
<th>Increase in digital revenue</th>
<th>Increase in mobile revenue</th>
<th>Conversion improvement</th>
<th>Growth in average order value</th>
</tr>
</thead>
<tbody>
<tr>
<td>39%</td>
<td>64%</td>
<td>11%</td>
<td>8%</td>
</tr>
</tbody>
</table>

GET IN TOUCH

Michelle McGuire Christian
National Market Offering Leader – Experience Management
Deloitte Consulting LLP
mmcguire@deloitte.com

Khusro Khalid
Managing Director
Deloitte Consulting LLP
khkhalid@deloitte.com

About Deloitte
Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee (“DTTL”), its network of member firms, and their related entities. DTTL and each of its member firms are legally separate and independent entities. DTTL (also referred to as “Deloitte Global”) does not provide services to clients. In the United States, Deloitte refers to one or more of the US member firms of DTTL, their related entities that operate using the “Deloitte” name in the United States and their respective affiliates. Certain services may not be available to attest clients under the rules and regulations of public accounting. Please see www.deloitte.com/about to learn more about our global network of member firms.

This publication contains general information only and Deloitte is not, by means of this publication, rendering accounting, business, financial, investment, legal, tax, or other professional advice or services. This publication is not a substitute for such professional advice or services, nor should it be used as a basis for any decision or action that may affect your business. Before making any decision or taking any action that may affect your business, you should consult a qualified professional adviser. Deloitte shall not be responsible for any loss sustained by any person who relies on this publication.

Copyright © 2021 Deloitte Development LLC. All rights reserved.