

# Grow data control. By leaps and bounds.

Deloitte helps pinpoint the gaps and connect the capabilities you need in order to achieve game-changing insights and actions from your customer data—at scale and at speed. As a result, your customers feel known and heard. And your brand becomes a driver of loyalty and growth.

## WE HEAR WHAT YOU'RE SAYING

### Internal silos are fragmenting customer experiences.

Disconnected teams and operations lead to poor interoperability of data, technology and KPIs across sales, marketing, commerce and service.

### We need a more dynamic understanding of each customer.

Inconsistently managed and inaccessible data leads to an incomplete understanding of each customer and falls short of data privacy expectations.

### We need to unlock greater value from our data.

Rich and valuable data is being collected but only a fraction of it is being used in an effective and meaningful way.

## DELIVERING STANDOUT HUMAN EXPERIENCE

### 1 Leap the gaps

Our industry and domain knowledge, coupled with capabilities across a full range of technology and business services, mean we help you see what's possible within and beyond your data, across the full experience journey.

### 2 Connect to elevate

We bring a powerful suite of accelerators and frameworks, coupled with industry-leading alliance partnerships, to transform data into superior experiences at every customer touch point.

### 3 Scale for growth

Our end-to-end capabilities and global resources help make it possible to rapidly turn data mastery into experience advantage for your brand.

## CONNECTING THE ECOSYSTEM

We work closely with leading customer relationship management platforms, customer data platforms, data warehousing systems, cloud service providers and enterprise resource planning solutions to help you connect, control, glean insights and drive actions based on your first-party customer data.

## ENABLING FASTER GROWTH

**+20%** increased revenue from additional sales.

**+54%** increased conversions from email channel.

**-65%** decreased operational cost.

**-17%** decreased advertising spend.

## THE CAPABILITIES YOU NEED, AT SCALE

**Experience data strategy**—develop a real-time, 360-degree view of the customer through unified identity resolution.

**Customer experience KPIs**—measure, test and improve insights, actions and results through a connected framework of centralized data, automated decisioning and orchestrated delivery.

**Customer-centric data privacy & consent**—turn privacy into a trust-building touch point while collecting the data you need in order to elevate customer experiences.

**Adaptable operating model**—move at the speed of technology to solve at the pace of your customers, with real-time decisioning and activation tools and future-proofed digital platforms.



## MAKING THE LEAP WITH CUSTOMER DATA MANAGEMENT.

How a **global electronics company** connected its known and anonymous customer data across paid and owned channels.

**1** unified customer profile ID.

**65%** savings annually by moving off legacy provider.

**40%** reduction in manual processes.

**2X** expansion of data availability.



### AMBITION

A leading electronics company faced a significant digital marketing challenge: due to disconnected infrastructure, lack of synchronization across systems and siloed teams, the company did not have a **unified view of the customer across its business**.

As a result, customer experiences were highly fragmented. Moreover, the company could not tell whether individuals who came into the sales funnel were new or existing customers—and couldn't tell whether customers who made purchases had previously seen one of the brand's paid advertisements.



### SOLUTION

Deloitte leveraged technology assets, accelerators, frameworks and cloud services to:

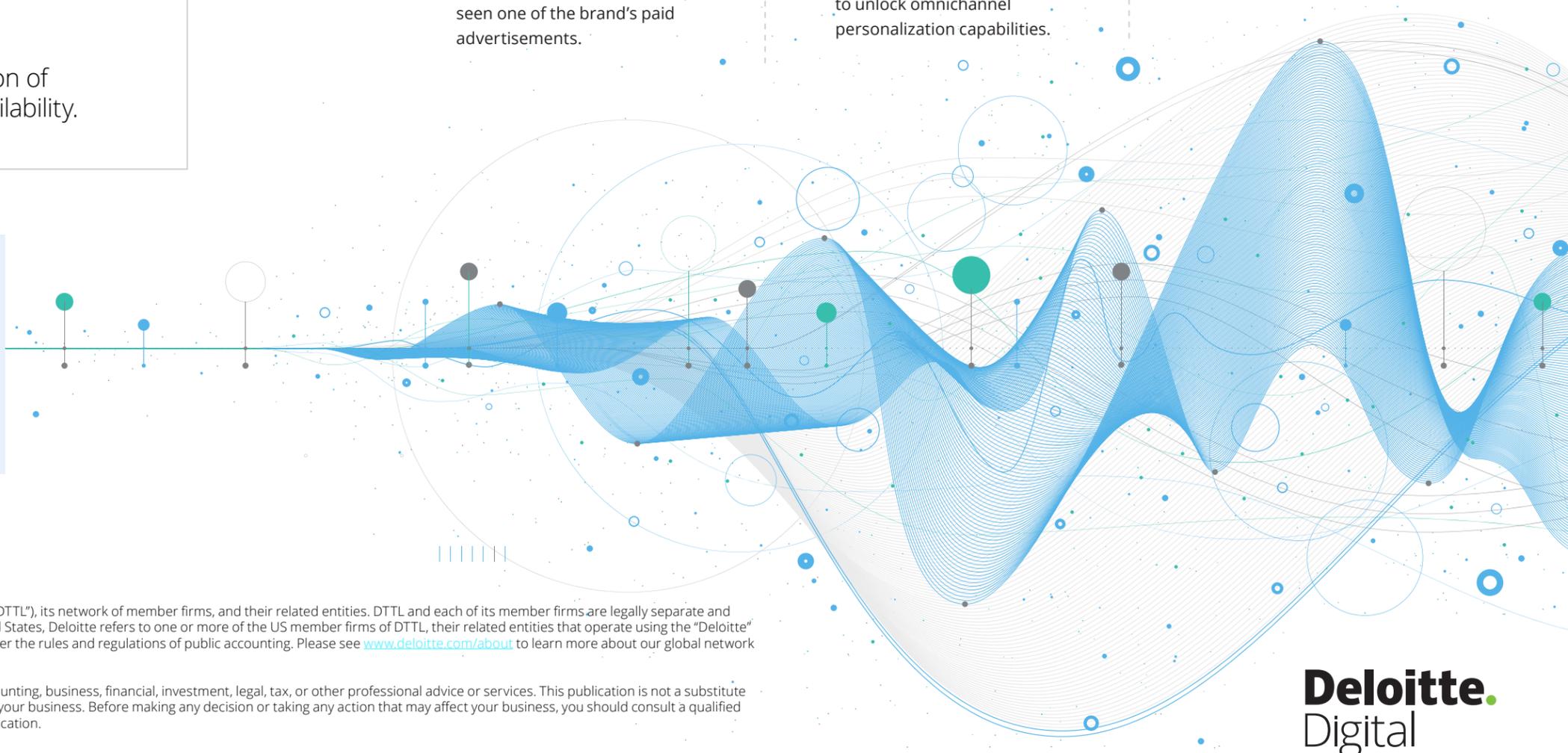
- **Stand up a next-generation customer data platform (CDP)** in the company's own private Google cloud.
- **Establish a single unified profile ID** that brought together multiple disparate profiles leveraging Deloitte's Identity Resolution Accelerator.
- **Integrate Adobe, Salesforce and Google** marketing and commerce technologies to unlock omnichannel personalization capabilities.



### IMPACT

By working with Deloitte, the company was able to:

- **Establish** transparent ownership and usability of customer data within the marketing organization, with the ability to view, query and analyze data for the first time.
- **Double** the number of customer, audience and campaign data sources used.
- **Increase** sustainability by reducing infrastructure costs year-over-year and automating manual processes.



### GET IN TOUCH

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