The CPG and retail industries have undergone significant transformation over the past decade and continue to quickly evolve, with shifts in demographics, attitudes, and consumer preferences. New channels provide more opportunities than ever before for consumers to connect with manufacturers and distribution channels. Today’s consumers are increasingly seeking experiences tailored to their unique preferences both in store and online—but CPG and retail companies struggle to meet those needs.

To help brands easily interact with customers at every touchpoint of their journey, we are combining capabilities such as next best experience, voice, connected store, loyalty, and social CRM (WeChat, Instagram etc.) into one platform approach. Our Connected Consumer Platform brings together a common set of thought leadership principles and acceleration capabilities for consumer engagement, powered by Salesforce Marketing Cloud, Service Cloud and Commerce Cloud.

Driving a more connected consumer experience

No matter what industry, your products and services end up in the hands of humans. That’s why Deloitte Digital focuses on elevating the human experience to help you build and maintain strong relationships as consumers and markets evolve. In our research, we’ve pinpointed a way to measure what humans value, allowing us to understand what drives consumers. This research is the basis everything we do in helping our clients improve their consumers’ experiences.

The Connected Consumer Platform is designed to help you gain customer loyalty and longevity, build trust, stay ahead of trends, and quickly adapt as you lower the cost to serve. We engage industry ecosystems and deploy leading technologies like Salesforce to build solutions that result in measurable impact, all the while ensuring that our clients receive a consumer-centric approach tailored to their individual needs.
Connected Consumer Platform features:

**Voice:** A Salesforce voice assistant for your sales and service representatives that helps improve productivity by easily accessing what they need while talking to customers for an enhanced customer experience

**Next best experience (NBX):** A unified, cloud-based sales platform consolidates outputs from disparate, insight-producing engines for both sales reps and retailers to enhance engagement and offer recommendations to the retailer with algorithmic selling

**Social CRM:** Scan QR codes for product info in local languages and verify product authenticity, location-specific offers, and loyalty engine

**Loyalty:** Understand trends, options, technical landscape, and approaches across clients to go beyond simple point-based systems

**Digital reality:** Engage customers in store and help reps and retailers be more efficient; object recognition capabilities related to shelf space recognition for brands and product counts

**Hux by Deloitte Digital:** Helps build and leverage the connections—between people, systems, data, and products—that let you deliver more personalized, contextual experiences across the customer journey, at scale

**Connected Store:** The platform’s capabilities to enable interactions in a physical channel (store, dealership, pop up) come to life in our connected store. This immersion experience showcases the art of the possible, made practical with predictive analytics, IoT, clienteling, inventory management, algorithmic selling, AI, and more.

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Deloitte Digital and Salesforce

Deloitte Digital and Salesforce can help you redefine how you interact with your customers, suppliers, and other collaborators to inspire engagement, preference, and brand loyalty. Our network of member firms works with forward-thinking companies to reimagine and build solutions across every step of the customer journey, on a global basis, to reach customers anywhere and at any time. Together, we bring great things to the table:

- Deep industry experience and sector accelerators designed to help you realize value faster
- Known for our innovations in the Salesforce platform with 30+ awards and analyst accolades
- Creative firepower behind mobile apps, digital experiences, and interactive applications
- A diverse, global team across 35 countries that helps you achieve your greatest ambitions
- The acknowledged leader in customer engagement business transformation

To learn more about the global Deloitte Digital Salesforce alliance, visit www.deloitte.com/salesforce or follow us at @DeloitteDigital.

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Questions on the Connected Consumer Platform?

*Please reach out to our team:*

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