Deloitte.
Digital

CREATING PERSONALIZED JOURNEYS FOR YOUR B2B CUSTOMERS

Quickly enable omnichannel experiences that put people at the center of things—always

B2B customers are people, too. They expect the same seamless omnichannel experiences that they encounter in their day-to-day engagements as B2C customers. They expect personalized and relevant content, deals, and offers—at the right time, in the right channel, and across the complete customer journey, from lead to loyalty. To achieve that vision, businesses must create a more complete and actionable view of the customer. So how can you do that? And how can you do it faster?

Activating an ecosystem

Deloitte Digital's Lead2Loyalty Accelerator can provide a unified ecosystem of solutions, capabilities, insights, and human-centered experiences across touchpoints—connecting customer strategy, advertising, marketing, commerce, sales, and service processes. And with Deloitte Digital's B2B Lead2Loyalty Accelerator, you can create that ecosystem more rapidly for your B2B customers and your internal stakeholders.

The B2B Lead2Loyalty Accelerator lets you quickly launch Lead2Loyalty capabilities using a repository of meaningful B2B capabilities. It brings Deloitte Digital's Lead2Loyalty Framework™ to life on Adobe technologies to reduce time and effort when it comes to Lead2Loyalty projects.

Potential benefits of the B2B Lead2Loyalty Accelerator

Speed to value.
Fast-track the creation of an integrated digital ecosystem that allows marketers to deliver personalized omnichannel experiences for their customers.

Powerful insights.
Capture relevant customer data across multiple touchpoints in real time and then leverage it to drive decision-making based on the needs, expectations, and journeys of your customers.

Enriched experiences.
Create more relevant and impactful experiences for customers—based not only on their browsing behavior, but on the firmographics and behavior of the others within their organizations.

Forward-looking capabilities.
Elevate insights with projections for lifetime value and churn propensity—providing a greater ability to make critical experience decisions, hyper-personalize content based on individual consumer interest, and identify unmet needs based on real-time interactions.
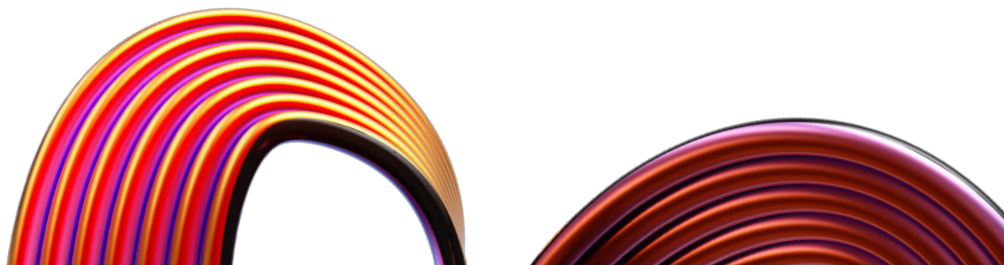
B2B Lead2Loyalty Accelerator demo

Experience the solution in action

As an enabler of Lead2Loyalty capabilities, Deloitte Digital's B2B Lead2Loyalty Accelerator leverages a range of Adobe technologies to enable, support, and guide highly personalized omnichannel experiences at every touchpoint of the customer journey—from discovery to conversion to brand loyalty. And it is embedded with Deloitte Digital's industry-specific insights and experience in commerce transformation, marketing strategy, and business innovation.

Capabilities of the accelerator include ...

- Identity stitching and resolution—to create a 360° view of the customer

- Organizational profile creation—to consolidate individual accounts and events into one organization

- Organizational segmentation—to segment based on multiple users, summed up into one organization

- Order and event tracking—to address communications, orders, updates, shipping, deliveries, cancellations, and more

- Communication journeys—to cover journey starters including welcome, suggestions, confirmation, and order updates, and events communication

- Internal dashboard for sales representatives—to provide a unified view of orders placed, open contracts, active orders, predicted lifetime value, and more

... enabled by an architecture that includes ...

- Adobe Experience Platform

- Adobe Experience Manager

- Adobe Journey Optimizer

- Adobe Target

- Adobe Analytics

- Marketo

Find out how your organization can rapidly realize new value with Deloitte Digital's B2B Lead2Loyalty Accelerator. Contact us to get the conversation started.

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