

# Better decisions. On demand.

Your growth ambitions demand speed and scale. You won't achieve either if you're orchestrating customer experiences manually. Deloitte Digital's data science, analytics, and personalization solution helps you leap common gaps—between disparate data and distinct individuals, between smart insights and fast actions—in order to deliver better experiences for consumers and sustainable growth for your business. Now.



## WE HEAR WHAT YOU'RE SAYING

**We have so much data. What we need are faster insights.**

Customer data is leveraged in one-off projects that quickly become outdated. Real-time solutions are needed to power decisions across the customer journey.

**Manual processes are slowing our ability to innovate.**

Too often, human ingenuity stalls as repetitive tasks hinder creativity. Automation sounds great—but we can't take forever getting there.

**We need better predictions for customer value.**

Which customers are most likely to act on which messages today? And what does that mean for revenues and profits tomorrow?



## DELIVERING STANDOUT HUMAN EXPERIENCE

### 1 Leap the gaps

We bring powerful, end-to-end capabilities not only across the technology spectrum but also in human capital and change management to help reimagine your tech-with-talent models.

### 2 Connect to elevate

Our leading portfolio of proprietary decisioning assets and our deep relationships with best-in-class technology providers mean we can provide tangible, real-world solutions with speed and confidence.

### 3 Scale for growth

We help clients scale and build in-house capabilities using leading data science tools connected to real-time data. The result? More control, better experiences and enhanced return on investment.



## CONNECTING THE ECOSYSTEM

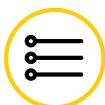
We work closely with leading artificial intelligence tools, machine learning platforms, analytics solutions, customer data platforms and automation engines to help you glean insights, automate decisions and orchestrate experiences in increasingly relevant, personalized ways—at scale.



## ENABLING FASTER GROWTH

**3x** engagement via personalized experience across digital touch points. **+50%** direct mail promotional processing speed.

**2x** donor conversion rates and a 136% overall campaign lift. **+67%** site traffic by providing personalized web content.



## THE CAPABILITIES YOU NEED, AT SCALE

**Experience personalization & message optimization**—We use machine learning to help you achieve specific CX outcomes in real time through dynamic segmentation, automated communications and omnichannel orchestration across the full customer journey.

**Decisioning strategy & operations**—We help you achieve greater operational efficiency by developing an understanding of your current-state maturity in data science and identifying improvements that can help achieve efficiency and effectiveness across your people, processes and technologies.

**Data science augmentation**—We're continually developing new, creative solutions that leverage our data science capabilities alongside a library of proprietary assets and services all aimed to deliver faster time to market and increased value realization.



**MAKING THE LEAP WITH DATA SCIENCE, ANALYTICS, & PERSONALIZATION.**

How a **professional sports team** used data science, analytics, and personalization to deliver a personalized customer experience and market value.

**54%** increase in ticket sales in test vs. control.

**7.5%** higher click rate than the overall average.

**15%** higher spend per buyer than previous five seasons.

**2X** improvement in media return on investment.

**GET IN TOUCH**

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**AMBITION**

A professional sports team was looking to implement machine learning into its advertising campaigns to **deliver on its goal of increasing single-game ticket revenues** through higher attendance and higher-priced tickets.



**SOLUTION**

Using transactional data, fan demographics, communication history, game features, team performance and more, we identified three models to achieve the team’s desired outcome. Based on those models, we deployed Deloitte’s real-time machine learning technology to score opportunities and create customer segments that would receive personalized content and offers. Using an automated system to feed the team’s marketing platform, **we delivered personalized email and social media campaigns to fans based on the segmentation.**



**IMPACT**

Measuring against the A/B test results for the test period, the optimized offers presented by the machine learning engine resulted in a **54% increase in ticket sales vs. control.** The team also saw leaps in click rate, media return on investment and spend per buyer. In short, the project was a win.

