

Consumer Direct

Winning the hearts and minds of today's digital consumer

THE SHIFTING LANDSCAPE

Next generation, digitally-obsessed consumers are disrupting the traditional buying process. They expect personalized shopping experiences, tailored choices, immediate feedback, transparent interactions, and a closer connection with the brands they support. They also follow new paths to purchase—lots of online research, personal recommendations, price comparisons, and reading customer reviews—across all of their devices, whenever and wherever they choose to consume information. Then, once these consumers decide to make a purchase, many prefer to make the purchase immediately online versus taking a trip to the store.

For consumer products companies, these new buying trends present new challenges. For one, their customers now have more power—they lead the purchase journey with an ability to directly impact brand perception among their peers, and promote the companies with those personalized, experience-driven interactions they desire.

This means companies should consider thinking more like their consumers and offer:

- Connected, omnichannel experiences
- Data integrated across channels
- Multiple delivery models
- Self-service options

CAPTURE THE DIGITAL CUSTOMER

Many consumer products companies are struggling with their digital marketing efforts for three main reasons:

- 1. Missed moments** – sending messages at the wrong time
- 2. Inauthentic messaging** – sending the wrong message
- 3. Failing to engage** – sending a message through the wrong channels

In a digital-first world, you need to be fast, granular, and connected with your customers throughout their lifecycle. You can do this by building capabilities that support:

- Adopting a new media model reflective of always-on content publishing, immersive social media, and integrated media
- Personalizing and deploying marketing messages wherever consumers will see them
- Creating an effective experience across multiple channels and touchpoints to help drive conversion and loyalty
- Drawing on big data and analytics for insight into who to target and how to optimize content, tactics, and spend.

The question is where to start. That's where Deloitte Digital comes in.



HOW WE CAN HELP

To keep pace with competitors and consumers, an insights-driven platform that provides direct customer engagement using best-in-class technologies with a customizable experience is critical. Deloitte Digital's Consumer Direct solution is a time tested digital marketing transformation capability that does just that. It brings together content management, consumer engagement, eCommerce, and more to drive personalized touchpoints. This allows Consumer Direct to address multiple new ways of winning in today's digital era:



Big data and real-time analytics



Loyalty programs



Risk management, governance, and listening



Digital marketing



Multi-brand content publishing



Social and immersive marketing



Digital platforms



New business models



Targeting and personalization



In-context commerce experience



Omnichannel experience



Chatbots for self-service help

Consumer Direct's robust capabilities include:

- Streamlined consumer and sales distributor signup flows
- Centralized customer account data and user management
- Marketing asset management for one or multiple brands
- Social engagement, analytics, and listening
- Deep eCommerce capabilities to drive conversion and track attribution

Deloitte Digital also brings key accelerators to fit your business and technology needs, such as business processes and core capabilities maps, preconfigured integrations, and implementation toolkits.



AN ADAPTABLE ECOSYSTEM

Consumer Direct is a solution offering that sits within Deloitte Digital's broader **DigitalMIX™** platform—a custom, multi-solution portfolio of core marketing technology, deep analytics, customer relationship management excellence, order and billing management, industry accelerators, and cloud-based services. Designed to deliver a one-stop-shop for strategy, digital processes, design, and technology, DigitalMIX integrates our pre-configured, cloud-based services with industry-leading solutions throughout the digital enterprise.

Through our ecosystem approach, we bring together multiple core technology platforms, all adaptable to fit your portfolio of technology investments:



With our best of breed approach, Deloitte Digital brings deep technology experience and pre-built integrations to tailor and deliver our solution effectively and efficiently while mitigating risk. Our platform is also easily adaptable to pre-existing landscapes where investments have already been made.

POTENTIAL BENEFITS

Combining our industry experience and technology vendor relationships, our team supports you through each step of the marketing technology transformation. Bringing Consumer Direct to life within your organization can help you:

- “Own” the relationship with the consumer. Developing that relationship and inspiring a consumer with your content is more likely to lead to a purchase and an ongoing relationship.
- Use social media platforms and social listening capabilities to hone in on the voice of the customer and their wants and needs.
- Find new customers using look-a-like profiles and defining the demographics for your target audience.
- Develop an understanding of not only what content works and what doesn't, but when that content should be delivered to leverage consumer engagement.
- Generate more personal and authentic customer reviews through peer-to-peer social sharing.
- Segment consumers based on demographics, preferences, and behavior, connect the right people with the right products, and drive them to make a transaction on your website.
- Analyze purchase and browsing pattern data to provide customized offers and promotions that increase customer retention.
- Manage multiple brands on a single technology landscape. This single landscape from content to commerce is transparent to brand managers, social media managers, and consumers.
- Improve the commerce experience through a built-in chatbot. It helps customer service, sales agents, and distributors easily find consumers' purchase history and serves as a user-friendly self-help agent for consumers.

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GET STARTED

If you're looking for a way to deliver superior experiences for your customers using digital engagement platforms, we should talk. We're ready to help you bring your ambitions to life.

To continue this conversation, start here:

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