

## Customer & Applied Design

# Design the human experience

Potential customers are everywhere—on every channel, at the end of every device, and in any location globally with a digital connection. But where are your customers? How do you identify and engage with them in a way that turns each of them into passionate ambassadors of your brand?

In the ever-expanding digital universe, there's a powerful strategy for connecting with your customer – think human.

At the heart of any human experience, you'll find deeply unique and personalized behaviors, motivations, and preferences are what drive customers. Human-first approach will transform the way you discover and engage with customers, delivering memorable experiences that elevate and drive loyalty for your brand.

## Have you set your ambitions?



**Set your strategy.** How will you build a design-led business, backed by the right people, assets, and technology, to align with your organization's vision for successful growth?



**Know your customer.** What unmet needs can you define and meet for your customers and the customer of the future? How will you select and implement leading-edge data and cognitive solutions to drive the decision-making to help you find, engage, and retain customers?



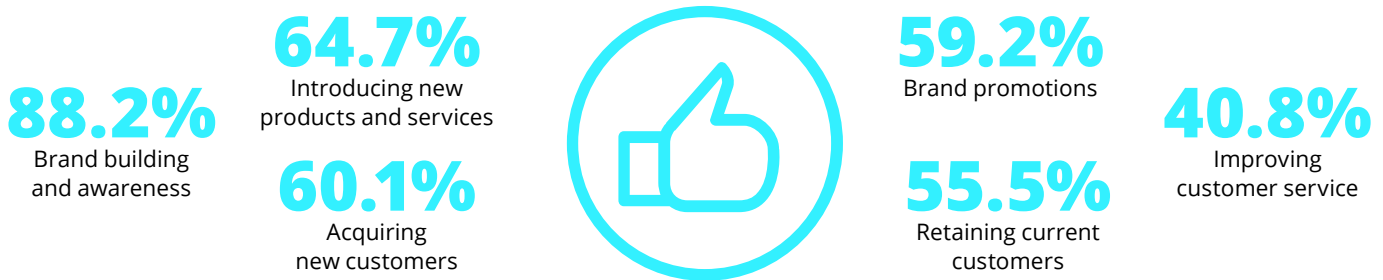
**Incorporate human-centered design.** Do you have the capabilities to develop emotive and creative propositions, delivered through innovative and authentic experiences that attract customers?



**Manage your product offering and commercial spend.** How will you drive customer interest and engagement while practicing efficient management of your products and services?

# Using social media for human connection

The shift from mass marketing to interactive social connections has enabled organizations to express their brand effectively and with more focus to key audiences. Social media remains central to marketing strategies, according to marketing leaders:



Source: The CMO Survey, Feb. 2019

## Your brand, designed for growth

Today's customer-centric marketplace and shifting digital landscape pose tough challenges for leaders as they seek to drive sustainable business results. From frictionless, always-on experiences and platforms that deliver simple, accessible human utility, to products and services that convert prospects to lifelong customers, the benefits of a digitally driven, human-design approach can be game changing. Just think of how you can unlock sustainable growth in a digital world:



Dynamic capabilities to plan and implement new customer business models, new digital experiences, and transformational end-to-end digital strategies, all driven by powerful data-driven insights.



The power to identify and execute on new sources of transformational customer value, leveraging data and digital concepts that are grounded in human-centered design.



An operation that can envision, create, and deliver human-first experiences that delight customers at all touchpoints with your brand, leveraging data, design, creative assets, and ethnographic insights.

## Imagine, Deliver, Run

The Deloitte pathway to successful transformation



### Imagine: The right focus

Set your ambition and chart a path to success by developing a roadmap to achieve those ambitions.



### Deliver: The right concept

Make it tangible: Put the ambition in motion by moving forward and launching in the market.



### Run: Getting to scale

Once the ambition is refined, scale it through flexible and integrated delivery teams.

"Reclaiming the human experience and reconnecting with emotion are on the rise. Brands are expected to understand wants, needs, and previous interactions. An optimal brand experience demonstrates emotional sensitivity and sets the bar for all brand expectations moving forward, regardless of category or sector."

—Beyond Marketing: Experience Reimagined Deloitte Tech Trends 2019

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What is stopping you from achieving your ambitions? Let's talk.

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