



## Digital Customer

# Making every connection matter

The digital universe has opened up myriad new ways to discover, connect, and reach customers. However, this universe is noisy and crowded, with 24-7 competition for just a few valuable seconds of a customer's attention.

As advanced data and cognitive technologies drive personalization to new levels of sophistication, the digital customer is fast becoming the individual customer: empowered by unlimited options, access to ever-multiplying channels, and heightened expectations around customization of service and experience.

To keep pace and create moments that matter across every channel, organizations must bring together all parts of the business—from back-end systems to go-to-market strategies, from customer data insights to call center services—to create a memorable customer experience.

## Have you set your ambitions?



**Digitally-enable your organization.** How are you combining technology, design, and human arts to build connections?



**Draw connections across your channel organization.** Is your sales organization engaged in constant dialogues with marketing? Is your technology team offering products and solutions that automate the sales and implementation process? Is HR offering incentives for go-to-market strategies and wins?



**Orchestrate leading strategies for your sales channel.** How can you play an integral role in building capabilities and offering the tools and resources that help your sales channel manage its pipeline and better nurture your customer relationships?

# Keeping customers happy

Customer-service excellence demands a fast and professional response to their needs. These were the most-cited customer expectations in a survey of more than 2,000 consumers.



**52%**

Fast response times to my needs and issues



**47%**

Knowledgeable staff ready to assist



**42%**

Rewards for my loyalty



**38%**

A real person to speak with, regardless of time or location



**38%**

Information where and when I need it

Source: The Customer in Context, CMO Council/SAP Hybris, 2017

# Reimagining the customer relationship

Sales & Customer Experience Leaders can no longer rely on legacy processes and technologies to thrive in the digital universe. They need to work with their technology and marketing executives to design, deliver, and refine the human-first experiences that customers demand.

Start thinking about how to transform your sales and customer service operations into digitally-fueled engines of growth. Imagine the benefits:



The transformational capabilities of a creative digital consultancy, with digitally-enabled sales and channel operations, dynamic go-to-market strategies, and world-class talent.



Next generation digital customer-service capabilities, leveraging advanced technologies, like Service Now, as well as leading-edge strategies, insights, experiences, and talent to enable outstanding customer care.



Access to game-changing immersive digital experiences, powered by augmented and virtual reality tools, which combine technology and design with creative arts to build unforgettable human experiences.



Optimized customer relationships, powered by state-of-the-art cloud solutions, such as Salesforce, that drive impactful results.

# 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.

“The ever-changing technology landscape ... has solidified the need for businesses to adopt a customer-in mindset, shifting focus from selling a product to nourishing a customer relationship: understanding expectations and maximizing customer value from offerings.”

—Customer-centric digital transformation, Deloitte Insights, 2019

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

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