



**Deloitte.**  
Digital

# Elevating the human experience



# Human experience is everything

At the heart of experiences are moments that matter in people's lives. Moments that provide brands the opportunity not just to sell, but to connect. These moments, along with unmet needs and opportunities, can be discovered and understood through empathy and unique insight, continuously connected with technology, powered by data, and made human by creativity.

We call this "elevating the human experience". It's where what's best for brand meets what's best for customer, placing people before product to create truly customer-centric businesses that drive differentiation and sustainable growth.



# One experience doesn't fit all

Today, brands must see beyond the customer, beyond the segment, to deliver a relevant, impactful, and personalized human experience. Doing so can help brands stand out from the competition and create loyal brand advocates, but it takes more than just the latest in creative and technology. It requires deep insight into human behavior and an understanding of what's possible to shape experiences and offerings around real lives. That's where Deloitte Digital comes in.



# How Deloitte Digital can help you elevate the human experience

We meet you where you are today, anticipate where you should be in the future, and help you plot and travel the path in between. The path, however, is not linear. Instead, it encircles the human, fostering strong, emotional connections that inspire, excite, and drive bottom line results. Leveraging the full power and scale of Deloitte, we can help reshape and rewire your organization to break down silos and overcome the cultural and operational barriers that stand in the way of meaningful change. Together, we imagine, deliver, and run the future.

# Driving connection, loyalty, and growth— together

At Deloitte Digital, we help clients see what's possible, identify what's valuable, and deliver it in a way no other professional services or creative agency can. And together with Adobe, the most recognized name in marketing technology, we're collaborating to deliver dynamic solutions that help you drive connection, loyalty, and growth with each interaction.

## DELOITTE DIGITAL

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Deloitte Digital named a worldwide leader in Digital Customer Strategy & Experience Consulting based on breadth and depth of capabilities by ALM Intelligence.<sup>1</sup>



Deloitte named a leader by Gartner in CRM and Customer Experience Implementation Services, worldwide.<sup>2</sup>



Deloitte named a global leader in Digital Experience Agencies based on current offering and market presence by Forrester.<sup>3</sup>



Deloitte named a leader, ranked #1 by IDC in Digital Strategy Consulting, worldwide and in all regions.<sup>4</sup>

## A D O B E

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Industry analysts have named Adobe a leader in over 23 categories, such as Web Content Management, Digital Marketing Analytics, Digital Commerce, Marketing Cloud Platforms, and more.<sup>5</sup>



Adobe Experience Platform, the industry's first open and extensible platform that stitches data across the enterprise, enables brands to deliver impactful digital experiences in real-time.<sup>6</sup>



Adobe Experience Cloud provides an end-to-end Customer Experience Management (CXM) solution for experience creation, marketing, advertising, analytics, and commerce. It helps companies deliver consistent and compelling experiences across customer touch points and channels—all while accelerating business growth.<sup>7</sup>



# The future of the connected human experience

Today, marketing is at the core of defining and delivering the customer experience across every brand interaction. Our industry-leading IP and technology platforms are designed to go beyond surface data and customer journeys to help you realize dynamic human experiences—at scale.



# Hux by Deloitte Digital + Adobe Experience Platform

Drive hyper-growth by elevating the human experience at every interaction with Hux and Adobe

Hux by Deloitte Digital delivers elevated human experiences to your customers and prospects by combining Deloitte services and assets with best-of-breed technologies and connecting the customer journey from lead to loyalty. Hux integrates Deloitte experience, IP, and creative resources to bring the power of data science, human psychology, and content together for the first time.

Adobe Experience Platform (AEP) is the first purpose-built customer experience management platform. Offering real-time customer profiles, actionable intelligence, and open and extensible architecture, AEP makes delivering personalized customer experiences at scale a reality. Together we're helping businesses improve customer acquisition, growth, and profitability.

# This is Lift Acceleration Program™

A new level of customer-centricity  
with cutting-edge digital experience platforms

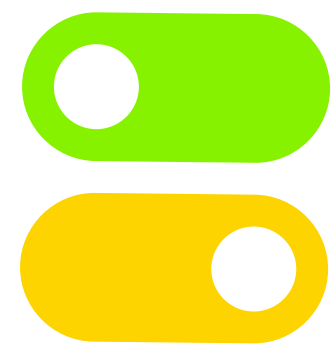
With Lift Acceleration Program, you can bring together customer and audience data in real-time, activate smart customer decisions, and deliver personalized moments across a customer's experience with two outcomes: improved acquisition and increased customer lifetime value. Leveraging Adobe Experience Platform and Adobe Experience Cloud, Lift Acceleration Program empowers your organization with a true single view of the customer, higher customer engagement, and superior business performance. The offering combines the power of Hux by Deloitte Digital with Adobe's digital experience expertise to help you become more customer-centric across all stages of the customer journey by establishing the right operating model, culture, digital foundations, and connections—between people, systems, data, insights, and products.



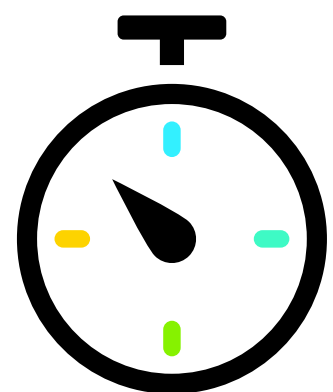


# With over a decade of joint success around the world, here's how we're creating differentiated value for our clients

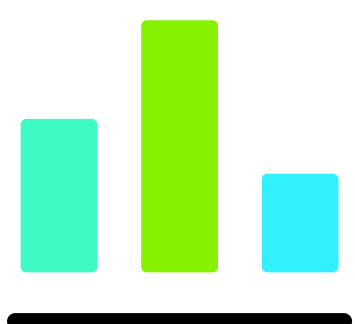
## A streamlined digital government experience creates efficient digital engagement



Leveraged AEM Forms capabilities and automated workflow processes



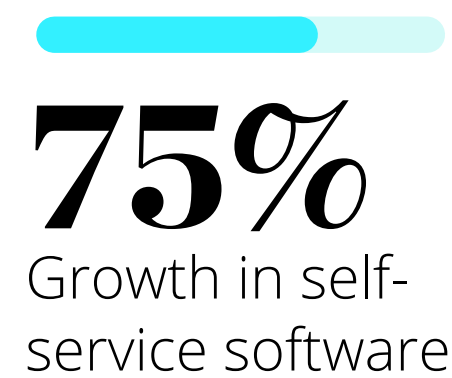
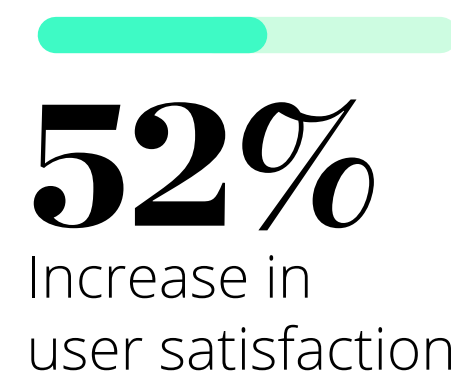
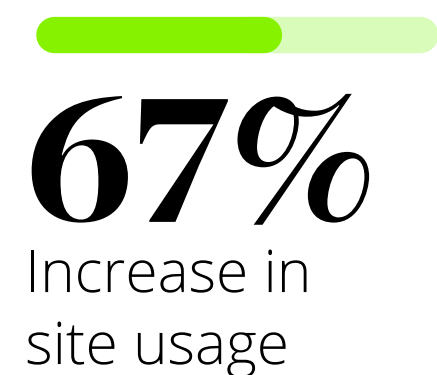
Reduced application submission, routing, and approval processing and response times



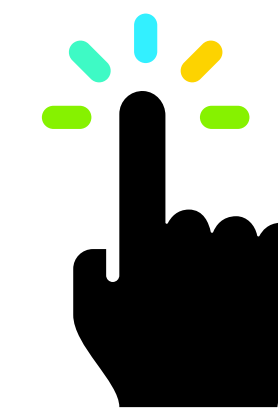
Allowed for quick data collection and drastically improved data integrity

## An ecosystem of next-generation solutions as part of holistic digital transformation

Implemented Adobe Experience Cloud for customer and partner engagement alongside other leading technologies



## Built and transformed websites and engagement platforms for more than 25M registered media users



Integrated AEM with Adobe Analytics, Adobe Target, Campaign, and Livefyre to transform overall UI experience

Increased user access to half a million unique pages and products and

**5 million**  
digital asset downloads

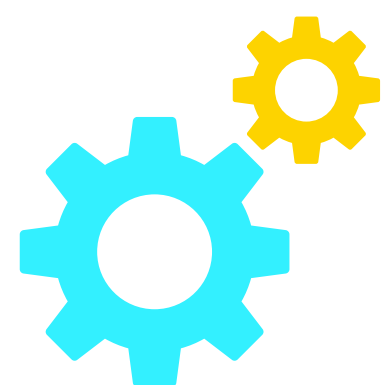
New websites saw an average of

**15M** monthly visits **and** **9.7M** unique visitors

## Over-the-top streaming services supported by a data-driven marketing platform

Integrated Adobe Marketing Cloud, Adobe Analytics, leading CRM, mobile app, and customer data to reach audiences with personalized campaigns across any device

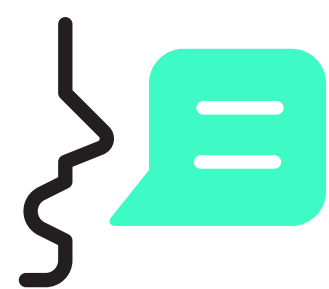
Increased email marketing lists from  
**200K to 1.2M**  
in 4 months, with 3X the level of email engagement



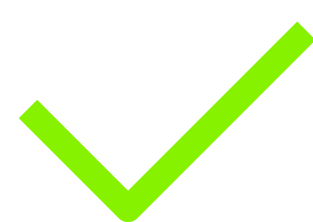
Automated integration of data usage in near-real time

## 24/7 accessibility for personalized patient care

**100+** integrated patient data sources with Adobe Campaign and company's cloud platform to create a single view of a patient, accessible 24/7 on any device



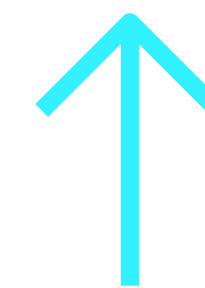
Improved patient engagement, experience, personalization, and created targeted communications



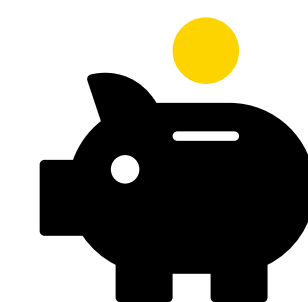
Achieved data compliance across all channels and better data management across stakeholders

## A new luxury retail website uniquely tailored to the customer experience—across all devices

Leveraged Adobe Experience Manager, Adobe Target, and Adobe Analytics to transform and optimize customer retail experiences and redefine digital engagement strategy



Increased conversion, upsell, and cross-sell rates



Reduced new campaign costs by  
**30-60%**  
in time-to-market savings

To learn more about our global relationship with Adobe, and how Lift Acceleration Program can help your organization achieve a new level of customer-centricity, get in touch:

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<sup>1</sup> ALM Intelligence; Digital Customer Strategy & Experience Consulting; ALM Intelligence estimates © 2017 ALM Media Properties, LLC. Reproduced under license

<sup>2</sup> Patrick Sullivan, Ed Thompson, Brett Sparks Critical Capabilities for CRM and Customer Experience Implementation Services, Worldwide, Gartner, July 19, 2019

<sup>3</sup> Forrester Research, Forrester Wave™: Global Digital Experience Agencies, Q4 2019”

<sup>4</sup> IDC MarketScape for Digital Strategy and Agency Services 2017 Vendor Analysis – Worldwide, Americas, EMEA and Asia Pacific, Michael Versace.

<sup>5</sup> Alexandra Bruell, Consulting Firms Make Inroads Into the Business of Ad Agencies, June 17, 2019

<sup>6</sup> <https://www.adobe.com/content/dam/acom/en/fast-facts/pdfs/fast-facts.pdf>

<sup>7</sup> ibid

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