



Customer & Marketing

Elevate the human experience

It's a golden rule of business that the customer is always right. But today's customers are also in charge. They are more connected and empowered than ever before, and with relentless competition for their attention, it's essential for brands to build tailor-made and memorable experiences across channels.

In this customer-centric and demanding world, underpinned by 24-7 connectivity, how do CMOs position, market, and generate brand loyalty in innovative ways that drive sustainable business growth? The answer: harness the power of data to connect on a human level, and deliver consistent and authentic emotional experiences that resonate in a personal and engaging way with every customer.

Quite simply, great experiences build connections, connections build loyalty, and loyalty drives results.

Have you set your ambitions?



Build brand awareness and loyalty. What is your brand's value proposition, and what does it stand for? What unmet needs can you define and meet for the customer?



Transform marketing processes and capabilities. Do you have an adaptable framework and strategies, with the right people, assets, technologies, and service providers, to be agile and innovative in a rapidly evolving marketplace?



Think digital. How will you select and implement cutting-edge solutions in data analytics and artificial intelligence (AI) to leverage dynamic insights on customer behavior, or deploy tools such as augmented reality to create engaging and memorable customer experiences?



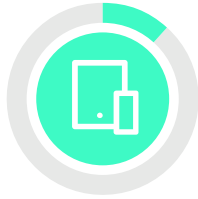
Collaboration across your organization. Are you achieving buy-in and alignment from your executive team to transform the end-to-end customer experience, and demonstrating the ROI of marketing activities to business performance?



Be human. How do you draw connectivity between design, technology, and art to unlock the power of the human experience?

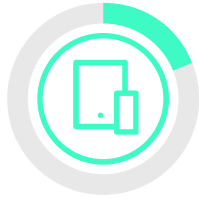
The rise of mobile and data-driven marketing

Global CMOs are projecting large increases in their organizations' investments in mobile marketing and analytics tools:



11.2%

Current percentage of marketing budget spent on mobile



19.1%

Projected percentage of budget spent on mobile in 2024



6.6%

Current percentage of marketing budget spent on analytics



11.3%

Projected percentage of budget spent on analytics in 2022

Source: The CMO Survey, Feb. 2019

Modernizing your brand and marketing strategy

Today's marketing leaders must deliver in areas that extend far beyond traditional marketing functions. With responsibilities including customer service and experience, sales, digital innovation, and transformation, the issues they face are broad and constantly evolving. Imagine how you can transform your organization to redefine and deliver the customer experience of the future:



Integrated, end-to-end capabilities to help you discover and connect with customers, and that can ensure you deliver relevant, data-driven, and human-first experiences at every point of their journey with your brand, leveraging cutting-edge digital and design solutions along the way.



Dynamic and impactful brand assets, including personalized content, communications and experiences that perform across all channels, engaging and inspiring your customers to act, and driving ROI throughout your advertising and marketing operations.



The transformation of your operation into a future-facing 'creative digital consultancy', harnessing the power of data and advanced technology to drive engagement, customer service and sales growth, and creating immersive experiences, powered by state-of-the-art digital arts, to delight customers.

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.

"Discover unmet needs in your customers that your competitors are not servicing, that can help you drive an innovative business that no one else has."

Sam Roddick

Global Head of Deloitte Digital
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What is stopping you from achieving your ambitions? Let's talk.

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