

**Deloitte.**  
Digital



## It's time to build a more responsive brand.

Improve customer experiences and streamline communications with Deloitte Digital and Twilio.



# Let's talk about our communication.

As people, we understand and connect with our world through experiences. Our friends are our friends because of the conversations, values and activities we share. We choose and relate with brands in much the same way: Because the ad on TV struck a chord; because the shoe fit.

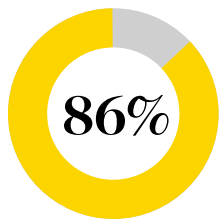
Communications are an essential part of those experiences. The words in an email or the timing of a phone call can be all it takes to solve a need, build trust, deepen loyalty ... or end it all.

Great brand communications connect what you know about a customer to deliver the right message at the right moment, in the right context. Brand relationships flourish when those communications are linked together—from the first spark of awareness through engagement, sale, service and beyond. The result is a kind of loyalty that money can't buy.

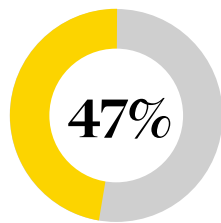
That's the way it should be, anyway.

## EXPERIENCE MATTERS.

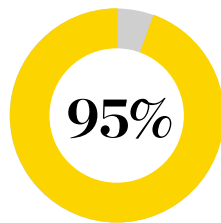
Today's customers are willing to pay for great experiences—and abandon those brands that fall short. The COVID-19 pandemic only accelerated the race toward more connected communications.



**86%** of surveyed consumers will pay more for a better customer experience.<sup>1</sup>



**47%** of surveyed consumers would abandon a brand that delivers poor, impersonal, or frustrating experiences.<sup>2</sup>



**95%** of surveyed businesses expect their organizations to find new, omnichannel ways of engaging customers in response to the pandemic.<sup>3</sup>



# Communication you can take to the bank.

Trust matters in every industry, but especially in financial services. Here's an example of how Deloitte Digital and Twilio can help deliver better banking experiences through connected communications across the lead-to-loyalty journey.



## ATTRACT

**Start the conversation about new banking services using lookalike modeling:**

"Interest rates have dropped. Want to know what you could save on your home loan? It'll only take a few minutes."



## ENTER

**Provide instant resources that simplify once-manual and time-consuming processes:**

"We've pulled up information from your account and just have a few more questions to answer at your convenience."



## ENGAGE

**Offer virtual appointments and information via the customer's platform of choice:**

"Click here to schedule an appointment with an appraiser. Would you prefer a call, email or text to confirm?"



## EXIT

**Simplify and quicken the process of finalizing details:**

"We've created a secure online portal where you can sign and save all your documents, which you can then access 24/7."



## EXTEND

**Provide automated follow-up calls and reminders:**

"Tax time is coming soon. Would you like to sign up for our free webinar about ways you can reduce your bill this year?"

**Key industries where connected communications can create lasting trust and loyalty:**



FINANCIAL SERVICES



GOVERNMENT & PUBLIC SECTOR



HEALTH CARE & LIFE SCIENCES



CONSUMER



ENERGY, RESOURCES & INDUSTRIALS



TECHNOLOGY, MEDIA & TELECOMMUNICATIONS



## What you say is who you are.

**Your customers think that good communication should be simple: Just listen well and respond consistently and appropriately.** But when it comes to doing that at scale, you know that it's anything but simple.

In order to know *what* to communicate, you need connected data gleaned from your past interactions, predictive insights based on feedback from similar customers, and dynamic responsiveness that allows you to pivot in midconversation depending on signals from the customer.

In order to know *how* to communicate, you need all of that—plus more. Today's complex telecommunications ecosystem combines with the increasingly personal and diverse preferences of customers to create thorny challenges as brands seek to curate great customer experiences.

Some customers want only texts while others prefer emails. Some live by their smartphones; others swear by their landlines. Some want frequent updates; others only want to hear from you when they reach out first. Some want proactive service calls; others prefer self-service.

For many, these and other preferences depend on the context. And all of them expect you to get it right. *Every time.*

Companies across industries are struggling to connect it all. A number of common yet complex challenges stand in the way:

- Old telecommunications carriers & protocols
- New channels / platforms for communication (social, MMS, video, etc.)
- Customer expectations for personalization & self-service
- Changes to the definitions of work & workplace
- Global privacy & communications regulations
- Expensive hardware & networking
- Proprietary software
- Data security & storage management

Amid these challenges it can be easy to forget that your customers see your people, organization and technology as all one brand. They don't think, "I'm going to reach out to sales" or "I need to contact the call center." They think, "I'm reaching out to *you*."

When the moment is right, do you have what it takes to respond as one consistent, **intelligent brand?**

# Orchestrating better experiences at the speed of business.

SMS and MMS ... Video and voice ... Email and social media ... Today's diverse communications channels are a lot to manage, scale and personalize. Meantime, competitors across industries are raising the bar, leading consumers to expect more and more from you.

Given the complexity of technologies, the quantities of customer data and the speed of markets—not to mention the rising stakes of getting it right—most brands simply don't have the time or resources to pilot programs and build their own unified platforms for communications.

That's where we can help.

## DELOITTE DIGITAL

We make it our business to understand your business and your customers. From the inside out ... and the outside in. Putting the customer at the center of everything you do while transforming the ways that you connect and engage through better command of customer **data**, smarter **decisioning** and connected **orchestration** across every touch point. All while providing a strong framework for customer privacy protection and regulatory compliance.

- **A global leader** in CRM and Customer Experience Implementation Services (Gartner)<sup>4</sup>
- **A worldwide leader** in Digital Customer Strategy & Experience Consulting based on breadth & depth of capabilities (ALM)<sup>5</sup>
- **The undisputed global leader** in Employee Experience Consulting based on capabilities (ALM)<sup>6</sup>

## TWILIO

The market-leading customer engagement platform, Twilio powers many of the most-used communications tools that we take for granted today—enabling companies like Lyft, Salesforce, Airbnb and others to connect with customers in flexible ways across the experience journey.

- Used by more than **9 million developers**
- Over **54 billion messages** sent annually
- Global Communications Platform Leader (Gartner 2017)<sup>7</sup>
- Top Cloud Communication PaaS (IDC)<sup>8</sup>





## Raising the bar for customer engagement.

Together, Deloitte Digital and Twilio can provide tools, knowledge, services and resources to help connect and enhance a brand's customer experiences through better communications across the full lead-to-loyalty journey—while helping to accelerate digital transformation, operational flexibility and growth across the brand enterprise.



### CUT THROUGH COMPLEXITY

*Just two lines of code.* That's all it can take for you to tame the complexity of the telecommunications network. Twilio democratizes communications channels like voice, text, chat, video and email by providing flexible, scalable communications functions without the need for complex hardware and software builds. It does that by providing APIs that are simple enough for any developer to use, yet robust enough to power the world's most demanding apps. And Twilio's cloud communications platform enables companies to build, scale and operate any communications experience.



### THINK OF IT AS LOYALTY-AS-A-SERVICE

We not only design and build the systems and processes you need for end-to-end experience management, we can also run them for you. By making communications a part of every software developer's toolkit, and by filling the gaps in your own talent, tech and operational capabilities, Deloitte Digital and Twilio can free your people and resources to focus on new innovation, new connection and new opportunities to **become a more insight-driven, data-powered, customer-focused, growth-producing enterprise.**



### CONNECT INTERNALLY TO UNIFY EXTERNALLY

Deloitte Digital brings years of experience managing operational and human resource transformations—helping organizations lean into the future of work and workplace without losing their footing in the process. And Twilio provides the tools needed to enable great, connected customer communications—no matter where your employees are located.



### TURN DATA INTO ACTION

Deloitte Digital brings proven capabilities in customer data strategy and management, proprietary platforms and tools, and a deep and wide ecosystem of technology alliances that together can help you understand and act on customer data in ways that foster trust and loyalty.

# Turning data into conversations—and conversations into data.

Increasingly, your customer data is the core of your competitive advantage. It's what allows you to empathize in the moment and predict behavior in the future. It's what helps you be more personally relevant at every step along the lead-to-loyalty journey. But that only happens if you connect it all in ways that enable insights and action.

By integrating Twilio's simple yet powerful communications tools with Deloitte Digital's experience management services and platforms, we help you connect every source of customer data to enable ID resolution and identity matching. And we layer in data privacy and compliance capabilities so that you know the data you collect is the data you can use.

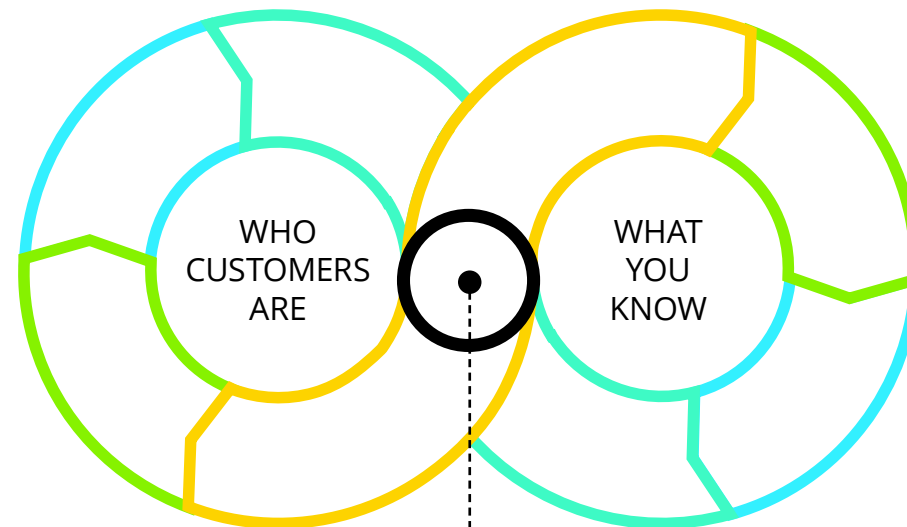
We also help unlock Twilio's capabilities as a real-time source of customer data and insights by dynamically collecting the responses, feedback and conversations that happen through Twilio and feeding them back to your customer data platform. We can then help refine your engagement strategies to identify next best message, next best action and more, based on our industry-leading sentiment analysis and other AI-powered capabilities.

As a result, you are able to glean insights that deepen your understanding of your customers and improve your communications in real time, *as you are engaging with them*—no matter the context.

## BRING IT ALL TOGETHER. SIMPLY.

The global telecom network is extremely complicated. Twilio manages this complexity and enables communications experiences such as customer support, alerts, reminders, notifications and marketing communications delivered through the customer's preferred channel—including channels that other communications tools and platforms cannot access, such as WhatsApp and Facebook Messenger.

Deloitte Digital can help connect and operate those capabilities within the broader data and technology environment of your organization. As a result, **what you know** about your customer more accurately **mirrors who they actually are**—and powers your ability to **communicate the right message in the right moment and context**.



## → HOW YOU COMMUNICATE

### CHANNEL

- Video
- Email
- Live agent
- Mobile app
- Text / SMS
- Chatbot / IVR
- Social media

### MESSAGE AND MOMENT

- Omnichannel conversation sync
- Dynamic creative
- Sentiment & propensity analysis
- Next best offer
- Cloud-based custom logic

# Dispersed operations, one connected organization.

The office isn't what it used to be—even just a few months ago. These fast changes to the ways and places that people work have implications across your organization. You need to be able to respond in ways that **maintain and enhance connections within your organization while continuing to deepen relationships with customers.**

Deloitte Digital can help you develop a comprehensive vision for the future of work, workplace and workforce. Our proven experience in technology integration and operation, human resource transformation, data management, and customer strategy and applied design can help you orchestrate customer-led engagement strategies that match new ways of doing business. And capitalize on new opportunities for achieving growth.

And with Twilio's flexible communications toolset, you can improve employee satisfaction and empower performance in ways that fuel both better customer care and operational efficiency.



## Power your next-generation call center

Twilio's Cloud Contact Center platform provides prepackaged, configurable solutions that leverage a suite of Twilio capabilities to provide unified, coherent customer contact experiences—even when your employees are dispersed across geographies, offices and remote locations. Solutions include:

- **Remote Agent Contact Centers:** Make it easy for agents and supervisors to work from home with little to no operational impact
- **TaskRouter:** Route messages and calls to the right agent
- **Autopilot:** Build artificially intelligent bots to serve customers
- **Twilio Conversations:** Build, manage and orchestrate cross-channel conversations
- **AI-powered self-service:** Automate routine customer inquiries with conversational interactive voice response (IVR) systems and chatbots to reduce wait times



## Break down the silos that fracture experiences

Consistency across communications helps to generate trust among your customers. Trust drives loyalty. And loyalty drives revenues. Deloitte Digital can help reimagine and rebuild not only your experience technologies but your organization itself—bridging disconnects between your people and processes, putting customer needs at the heart of every decision and action, and driving conversations that connect it all into one, coherent brand experience.

### GO BIG AND GO HOME



**99%** of businesses report digital technologies used to enable remote workers during COVID-19 will open up opportunities for more, new remote work.<sup>9</sup>





## Build, scale, operate. And win.

As products and pricing become increasingly commoditized across industries, **the differentiated experiences that matter come down to how you communicate with customers and prospects across the engagement journey.** A large majority of leaders across industries say they expect to compete primarily on the basis of customer experience going forward. And COVID-19 only accelerated digital transformation, with 79% of businesses increasing their budgets for digital transformation since the emergence of the pandemic.<sup>10</sup>

Given rising consumer expectations on the one hand and rising competitive pressures on the other, you need to adopt a combination of smart strategic focus and flexible, powerful technology. And the time to do it is now.

With Deloitte Digital and Twilio you can elevate customer and employee experiences through better communications across every touch point. And, just as important, you can do it fast.

**Ready to connect communications to value? Get in touch.**



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