

The Business Impact Of Investing In Experience

Experience-driven businesses outperform competitors across the customer life cycle.

DEFINING EXPERIENCE-DRIVEN BUSINESSES (EDBS)

EDBs consistently adopt CX best practices across people, process, and technology pillars.



PEOPLE



PROCESS

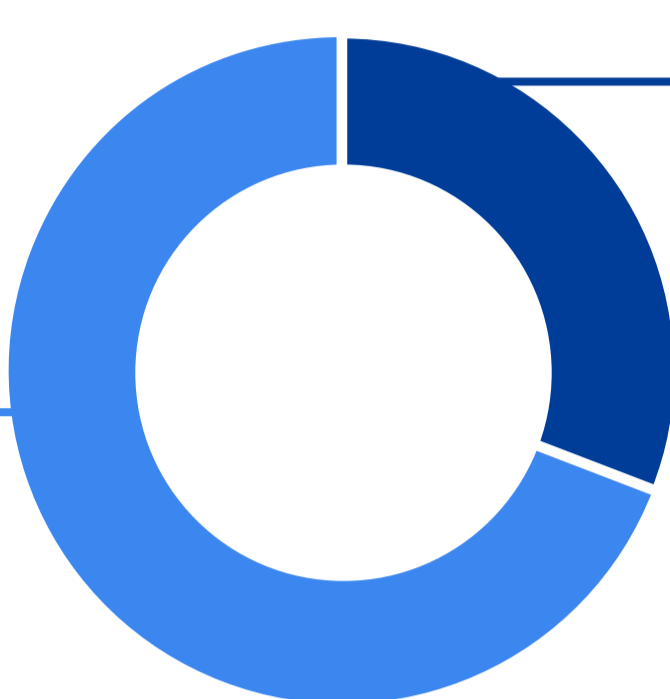


TECHNOLOGY

WE CONDUCTED A MATURITY ASSESSMENT TO IDENTIFY EDBS IN EIGHT INDUSTRIES AND FOUND:



69% did not qualify. These enterprises are still working to mature their CX capabilities.



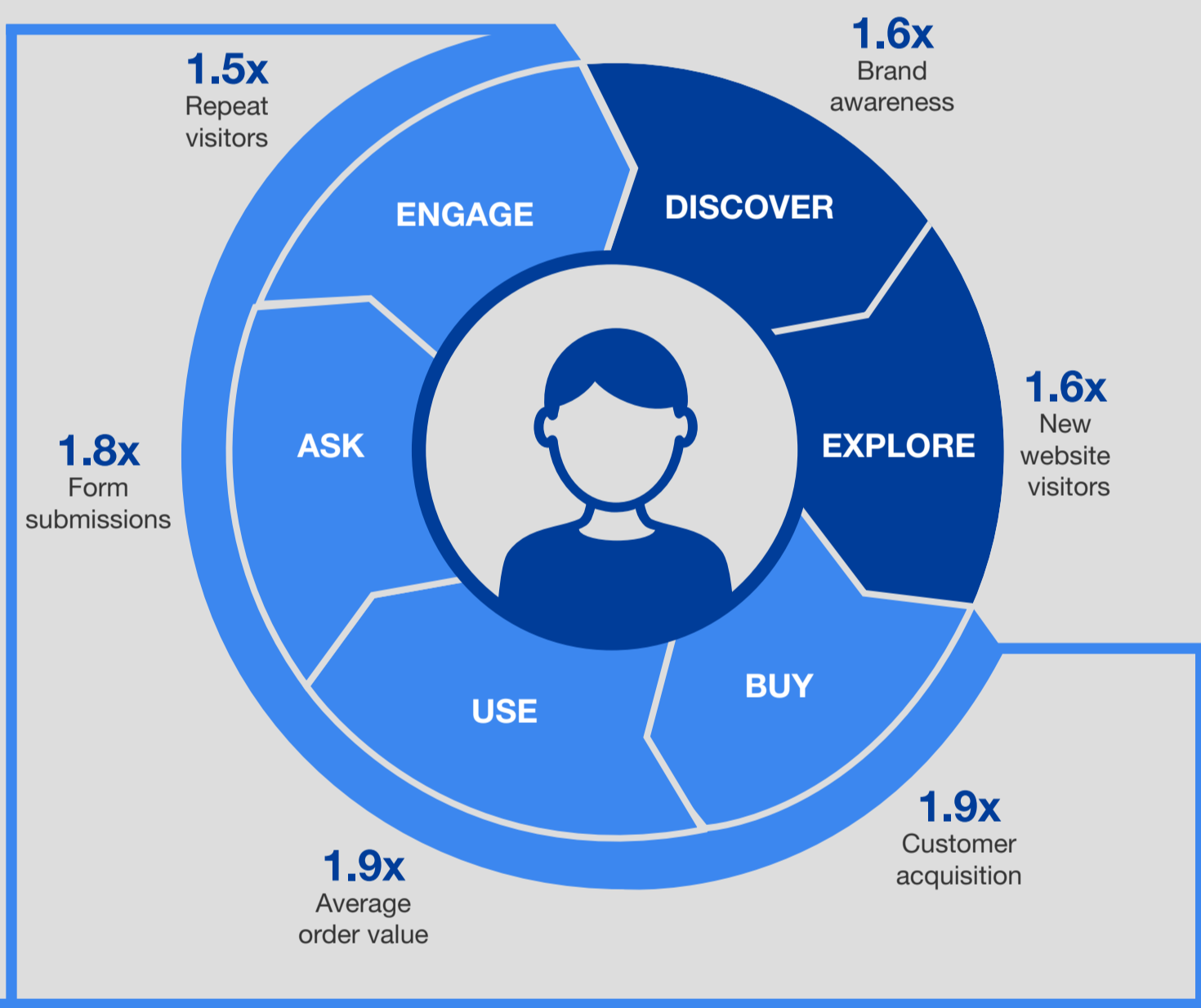
31% of study respondents qualified as experience-driven businesses.

EDBS DRIVE SUPERIOR BUSINESS PERFORMANCE*



EDBs have happier employees—**1.5x more** very satisfied employees than other firms

Additionally, EDBs reported higher year-over-year growth in metrics that span the entire customer life cycle.



EDBs also reported stronger growth in these cross-journey metrics:



Revenue growth



Customer retention rates



Customer lifetime value

AND EDBS ACHIEVE INDUSTRY-SPECIFIC GOALS

Experience-driven businesses outperform other firms in their industries on the following metrics that support their top business priorities:[†]



MANUFACTURING
2x lead in customer loyalty metrics.



FINANCIAL SERVICES
1.9x exceed stock price expectations.



GOVERNMENT
1.6x have very satisfied employees.



HEALTHCARE
1.9x have improved customer satisfaction.



MEDIA/ENTERTAINMENT
1.5x exceed CX metrics goals.



RETAIL
1.8x are leaders in brand equity metrics.



B2B TECHNOLOGY
1.7x are leaders in product ratings.



TRAVEL/HOSPITALITY
2x have boosted customer advocacy.

Methodology: In this study, Forrester conducted an online survey of 1,269 organizations in nine countries to evaluate their approaches to engaging customers and prospects across the customer life cycle and the investments they have made in these areas.

Source: A commissioned study conducted by Forrester Consulting on behalf of Adobe, February 2018

Base: 1,269 CX technology and metrics decision makers at global enterprises

***Base:** Variable CX technology and metrics decision makers at global enterprises (N = 392 to 877 per segment)

†Base: Variable CX technology and metrics decision makers at global enterprises (N = 30 to 122 per segment)