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FOR IMMEDIATE RELEASE

Businesses leading in customer experience are three times more likely to have exceeded 2019 business goals

Hong Kong — 3 March, 2020 — Globally, two in five (40%) businesses leading in customer experience (CX) significantly exceeded their 2019 business goals, compared to 13% of businesses not leading in the space. This is a key finding of [Adobe's 2020 Digital Trends report](#), in partnership with Econsultancy. The report surveyed over 13,000 marketing, advertising, ecommerce, creative and IT professionals, working for both brands and agencies, in markets across Asia Pacific (APAC), Europe and North America, on their priorities for 2020.

"Hong Kong is well-positioned to lead digital transformation and customer experience management in Asia," said Scott Rigby, Head of Transformation at Adobe. "However, organisations need to look at the bigger picture and shifting business strategies, investment and culture, supported by the right tools and processes. It is not an easy task to transform your culture to build a CX-centric organisation. It requires investment. But with the implementation of CX technology, you can better understand your customers' needs helping you to outperform your competitors in a challenging marketplace."

CX is the priority for growth amongst APAC businesses but maturity lags

According to [Adobe's 2020 Digital Trends – in Asia Pacific report](#), APAC businesses understand the importance of CX and are focused on optimising the customer journey in 2020, with one in five (19%) APAC organisations identifying better CX as their most exciting opportunity for this year. APAC companies will also be leading global CX technology investment with over half (57%) planning to invest more in CX-technology, compared to 51% in Europe and 41% in North America this year.

However, APAC's CX maturity lags behind the rest of the world. Just 7% of APAC organisations consider themselves mature in the space, compared to 12% in North America and 11% for the rest of the world.

Rigby said, "APAC businesses are looking to bring their CX maturity in line with global counterparts to develop effective strategies to deliver better experiences. In turn, this empowers businesses to differentiate against competitors. However, APAC's proclaimed lag leaves the region playing catch up on building, as well as delivering, digital marketing strategies that focus on customer experiences. But marketers in APAC are actively planning investment to close this gap."

Talent sourcing and retention is a challenge for CX leaders

To maintain their advantage, CX leaders globally are focused on obtaining and developing great talent. Two

in five (40%) CX leaders said that attracting and retaining talent in digital, data and CX-related areas was their most significant concern for 2020. With over a quarter (26%) stating that finding and keeping the right people with the right skills is a barrier to creating successful digital experiences.

To retain and develop talent, CX leaders are 27% more likely to invest in training compared to non-CX leaders (20%), with a focus on teaching business concepts beyond a narrow definition of marketing. In a recent Econsultancy study, over 90% of executives said that it was essential that marketers understood the metrics and strategies of the wider business.¹

"Obtaining and developing great talent is a huge challenge for marketers and requires businesses to add and improve skills on an ongoing basis. This challenge also brings opportunity. Investing in people, technology and processes are all key ingredients for effective customer experience. Supporting talent early on will help businesses benefit in the long-run," Rigby said.

Automation will empower marketers

The strongest business support for machines centres on its ability to empower people. Marketers work in a world filled with data and spend a significant amount of time building reports and analysing campaign metrics. However, these tasks that are likely to be automated in the next five to ten years, offering respite to overloaded marketers.

APAC already leads against Europe and North America on the adoption of artificial intelligence (AI) and machine learning (ML) technology. With more than half of APAC businesses (54%) using or planning to use these tools. One business powering CX with automation is cloud-based accounting software company Xero.

APAC businesses are demonstrating their commitment to bridge the CX maturity gap in their IT budgets, with 34% of APAC businesses planning to invest in ML and AI compared to 25% globally.

"In today's increasingly competitive environment, businesses should boldly consider interacting with consumers in unprecedented ways instead of barely maintaining the existing operating model," Rigby said, "Making good use of technology and data analysis, businesses can quickly respond to customers' needs and develop into a CX-centric organisation, bringing hope to achieving their business goals."

You can download the "2020 Digital Trends" report [here](#).

You can download the "2020 Digital Trends - in Asia Pacific" report [here](#).

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Notes to editors

About the Adobe and Econsultancy Digital Trends Report

This is the tenth annual Digital Trends Report from Adobe and Econsultancy, for which more than 13,000 marketing, advertising, ecommerce, creative and technology professionals around the world were surveyed.

*Leading businesses are defined as the top performing 9% when it comes to surpassing their business goals.

¹ Econsultancy, How Marketers Learn, 2019

About Adobe Experience Cloud

Adobe is reimagining Customer Experience Management (CXM) with Adobe Experience Cloud, the industry's only end-to-end solution for experience creation, marketing, advertising, analytics and commerce. Unlike legacy enterprise platforms with static, siloed customer profiles, Adobe Experience Cloud helps companies deliver consistent, continuous and compelling experiences across customer touchpoints and channels—all while accelerating business growth. Industry analysts have named Adobe a leader in over 20 major reports focused on experience—more than any other technology company.

About Adobe

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