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Experience Driven Businesses Likely To Grow Revenue 1.8x Faster Than Other Companies: Adobe – Forrester APAC Research

India, 13 November 2018 — New Adobe-commissioned research has confirmed that brands which invest in experience transformation across people, processes and technology, achieve superior business performance. By investing across these disciplines, businesses in Asia Pacific (APAC) can trigger a transformation in customer experience that results in increased revenue and a rise in the acquisition and retention of customers.

Adobe commissioned Forrester Consulting to evaluate the business impact of investing in customer experience across the customer lifecycle. The study, [The Business Impact of Investing in Customer Experience – A Spotlight On Asia Pacific](#), found that long term investment in customer experience is paying off for those brands willing to embrace it. The study found that APAC brands focusing on customer experience achieve an average revenue growth rate of 23%, compared with 13% of other companies surveyed.

“It is amply clear that customer experience has moved from being a competitive differentiator to a business imperative for brands, said **Kulmeet Bawa, Managing Director, South Asia, Adobe**. “In evolving markets like India, significant advances in technology coupled with increasing internet penetration and mobile proliferation have had a huge impact in the way brands are interacting with their audience. The need to be able to provide rich and meaningful customer journeys across channels is leading brands to assume the role of experience makers, to succeed in today’s digital era.”

Key findings of the study include:

- **Experience driven brands sacrifice short term wins in favor of creating holistic experiences.** Organizations that prioritize holistic customer experiences report higher costs, however they enjoy more than twice as much return on ad spend and are also 1.8x more likely to see revenue growth. They report 80 per cent higher year-on-year growth rates, and a doubling of their customer lifetime value.
- **Experience driven businesses are customer obsessed.** They invest in specific customer experience and marketing initiatives such as loyalty programs and customer analytics; they are also twice as likely to increase their investment year-on-year.
- **Experience driven businesses report happier and more engaged employees.** Employees in these businesses enjoy 60 per cent greater personal and team satisfaction than their counterparts in other businesses. They also feel 30 per cent greater company-wide satisfaction.

“The age of the experience driven business is well and truly upon us and it’s encouraging to see brands across APAC investing in experiences and customer loyalty,” said **Scott Rigby, Head of Digital Transformation, Adobe**.

“There is a higher cost for these businesses, but the boost to their revenue growth rate, customer lifetime value, and even the happiness of their employees all mean the investment is worth it.

“Customers are responding to businesses that are clearly dedicated to providing a unique and customized experience for their entire journey. As customers become more accustomed to this, businesses that don't manage to deliver that experience are likely to be left behind.”

Forrester conducted this survey with 1,269 marketing, advertising, CX, digital, and analytics business leaders at global enterprises to explore this topic. This spotlight focuses on the results of the 445 respondents surveyed in Asia Pacific (APAC): professionals with responsibility for CX technology decisions and metrics in Australia, China, India, and Japan.

About Adobe Experience Cloud

Adobe Experience Cloud is a comprehensive set of cloud services designed to give enterprises everything needed to deliver exceptional customer experiences. Comprised of Adobe Marketing Cloud, Adobe Advertising Cloud and Adobe Analytics Cloud, Experience Cloud is built on the Adobe Cloud Platform integrating with Adobe Creative Cloud and Document Cloud. Leveraging Adobe Sensei's machine learning and artificial intelligence capabilities, Adobe Experience Cloud combines world-class solutions, a complete extensive platform, comprehensive data and content systems, a robust partner ecosystem delivering an unmatched expertise on experience delivery.

About Adobe

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