



MEDIA ALERT

## Hesta, Transurban, European Motor Distributors recognised in Adobe Experience Maker Awards.

SYDNEY, AUSTRALIA, 28 June 2022. Adobe has today announced the winners of the annual [Experience Maker Awards](#). The global awards program recognises and celebrates those using Adobe Experience Cloud to reimagine customer experience and who have been innovative, bold, and made impactful achievements as customer experience drives digital transformation worldwide.

The awards announcement recognises those who have won categories globally and regional winners across APAC. Australian and New Zealand companies making their mark at the global and regional awards this year are noted below.

### Global Winner:

Australian superannuation company, **Hesta**, was named a global winner in the category 'The Architect' for their transformation of personalised experiences for customers. This work led to a 16% increase in net promoter scores, with 70% of members reporting increased confidence in their financial future after viewing their statements.

### Regional Winners:

There were two APAC regional winners; the first was **Victoria Xiao, from Australian-owned Transurban**, who won 'Experience Maker of the Year' for her work heading up the toll road operator's digital transformation using Adobe Experience Cloud. Victoria switched from call centres to digital support channels for customers, resulting in digital self-service increases of 15%, call centre volume decreases 10%, and a net promote score increase by 7.6% month over month.

The second APAC Regional winner was **European Motor Distributors**, Australia, and New Zealand's largest independently owned importer of automotive service parts for many European cars, who won 'Experience Maker Team of the Year' for their customer engagement. In six months, the Volkswagen importer restructured into a customer engagement team to connect data and insights across brands to build loyal, lifelong customers. Using Adobe Marketo Engage and Adobe Experience Manager Screens, the team tripled the top-of-funnel pipeline and increased lead-to-test-drive conversions by 30% between June – December 2021.

'It is great to see Australian and New Zealand brands being recognised on a global stage,' said Amy Robson, Sr Product Marketing Manager, APAC, Adobe. 'Adobe's technology is created with the intention of helping businesses thrive, so it is inspiring to see the innovative ways companies are using the technology to improve and connect with their customers.'

Learn more about the Adobe Experience Maker awards and see a full list of winners on the [Adobe website](#).

About Adobe



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