

Press Contacts

Emma Wilkinson
Adobe
Emmaw@adobe.com

Red Consultancy
020 7025 6671
adobeteam@redconsultancy.com

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Lack Of Data Skills Prevent One-In-Four Companies Delivering Personalised Customer Experiences

New research from Adobe finds brands must do more to instil a data-centric culture and unify their technology platforms across their business

LONDON, UK – 18th October 2019 – More than one-in-four UK business leaders believe a lack of data skills within their organisation (27%) is impacting their ability to deliver engaging, personalised experiences for customers. Adobe's *Mind the Data Gap* Report, which surveyed 750 business leaders*, also found that 22% in the UK felt their ability to develop personalised customer experiences was being held back by the lack of a data-centric culture, while 24% identified the absence of a unified technology platform as the biggest obstacle. These findings show that both technological and organisational improvements must be made in order to rise to the challenge of delivering against the increased expectations of customers for personalised experiences.

Despite being ideally suited to analysing and organising large amounts of data at speed, just over a third (34%) were deploying AI to deliver personalised customer experiences, and 24% said they had no plans to deploy AI. The reasons behind this are two-fold; only 15% were confident that AI was effectively embedded into their technology stack, while two-fifths (41%) said the platform they used could not stitch together customer data in real time.

Regardless of these obstacles, the research found that business leaders were clear on the importance of striving to deliver personalisation at scale. When asked about their strategic priorities for 2020, UK business leaders identified gaining real-time customer intelligence (46%) and improving customer segmentation and targeting (40%) are the top areas to improve. There is, however, room for improvement from a process perspective as while many are collecting data from their customers, just 19% of businesses are confident they can aggregate online and offline data and only 17% are implementing good data hygiene practices, such as cleaning and standardising the data sets they have.

Gavin Mee, Vice President of Northern Europe and Middle East and Africa at Adobe said: "Today's consumer is all about speed and convenience, and they share data with brands on the understanding that they will have a more personalised experience in future. Our figures should act as a wake-up call for businesses and encourage them to re-focus their efforts on delivering against the heightened expectations of their customers. Having the right skills to capture and analyse data are important, but so too, is instilling a data-centric culture across the business that means insights and technology platforms are used to create amazing, personalised experiences."

***About the research:** Fieldwork conducted by London Research, between June and July 2019, surveying 750 European business leaders, 250 each in the UK, France and Germany.

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