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Inspiring Trust and Loyalty with Adobe Experience Platform





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Customer Happiness

The key of gaining trust and loyalty.





“Happiness = Reality – Expectations”
Tom Magliozzi

Expectation

80%

Customers only shop with merchant which provides personalised experience.

Reality

15%

Only customers think brands are personalised enough.

Source: SmarterHQ, Customer Engagement Insider

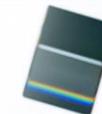
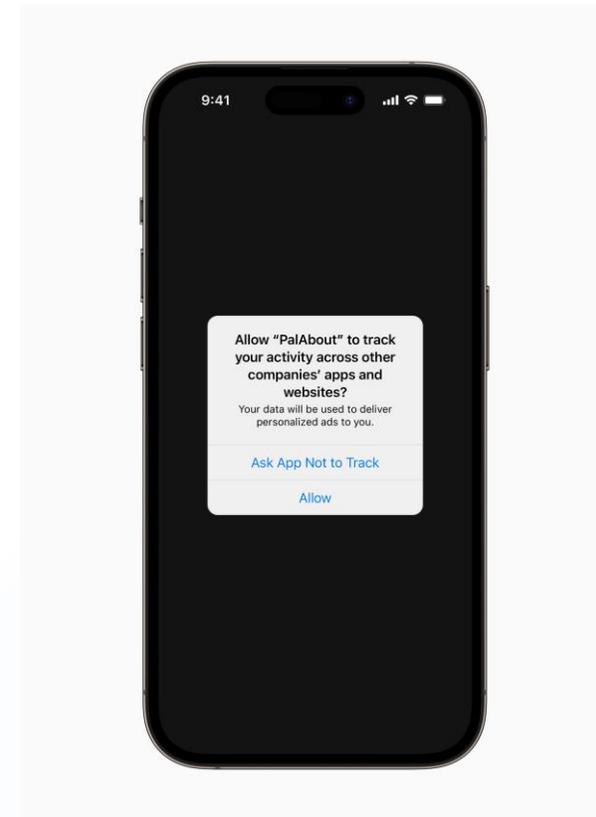
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- **Personalization**
- Data Privacy
- Empower Customers
- Data Security
- Continuous Improvement

Make it Personalised.

- Personalization
- **Data Privacy**
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"We believe privacy is a fundamental human right."
Tim Cook



Treating data as customer's asset

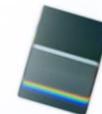
Empower your customers with options to manage their data,
allow them to opt-out of data collection or delete their data entirely.



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It takes more than ISO-27001.

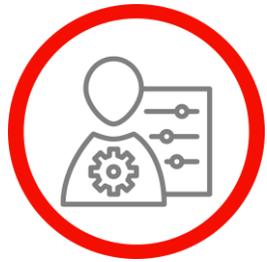




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DO NOT STOP.

Our Customer Data Platform Considerations



**Personalisation
Readiness**

A/B Testing
Dynamic Content



**Data Privacy
Handling**

Centralised
Consent Management



Data Security

Data Governance
Practice Integration



**Customer Data
Accessibility**

Master Data Management
Easy Data Export



**Analytics
Capability**

Reporting & Insights

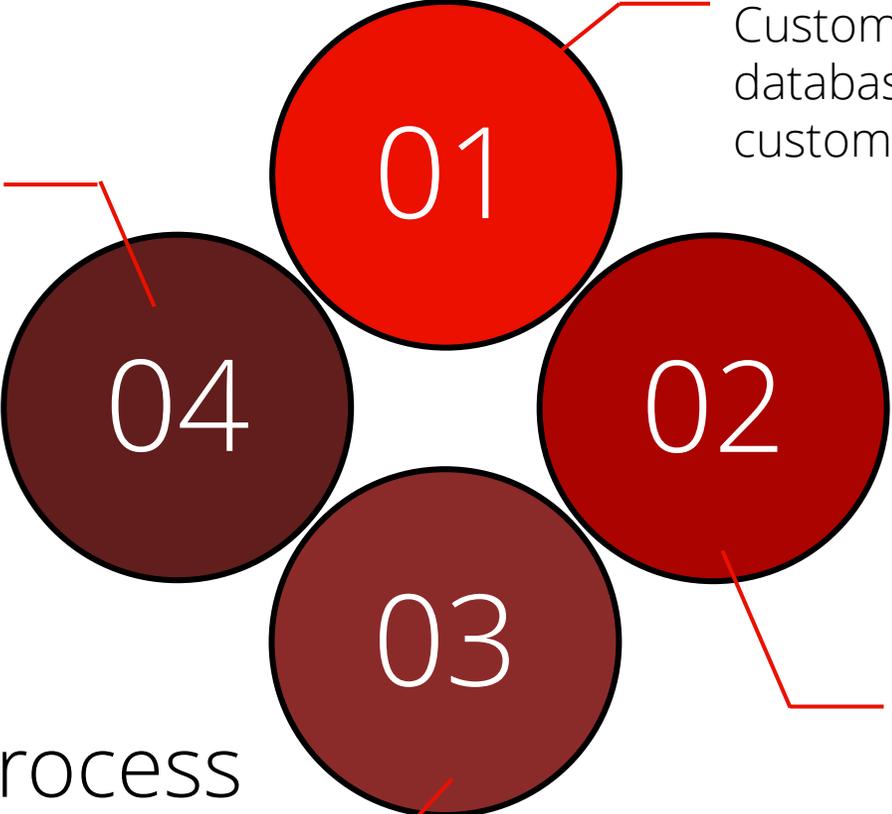
Case Study

Deloitte
Digital



The Challenge

Time-to-Market
It might take days/weeks to run an always-on campaign.

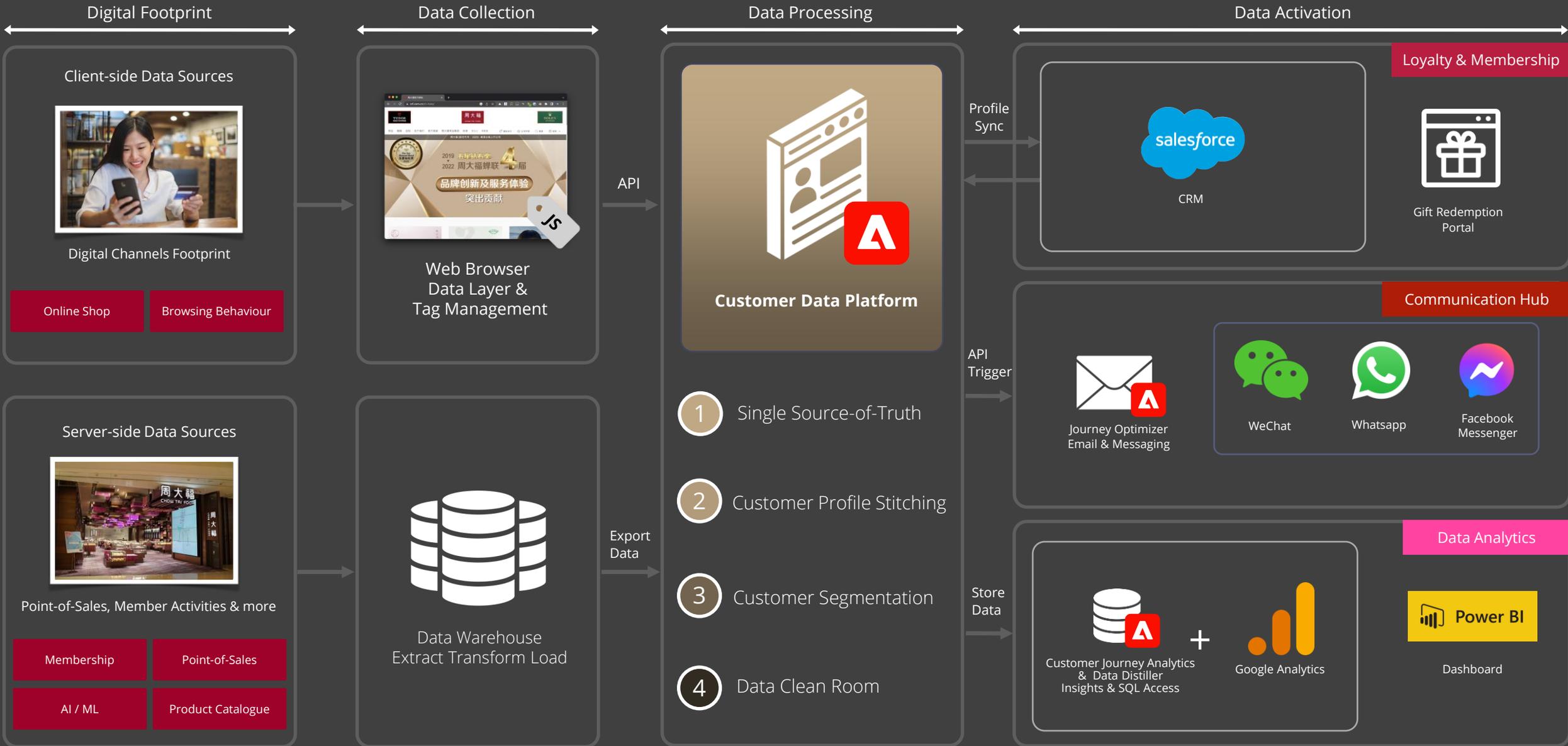


Data Silos
Customer data was scattered in different databases without a single ease-to-use customer data store.

Manual Process
Digital marketing process was manual and depending multiple parties input.

Understanding Customers
It's challenging to understand customer lifecycles and generate brand loyalty.

Customer Data & Platform Orchestration



Customer Journey for Young Couple

Following journey illustrates how do Jason and Macy encouraged to shop starting from awareness stage to retention stage.



Technology

 RTCDP with Smart Tray Data, Adobe Journey Optimizer (eDM)



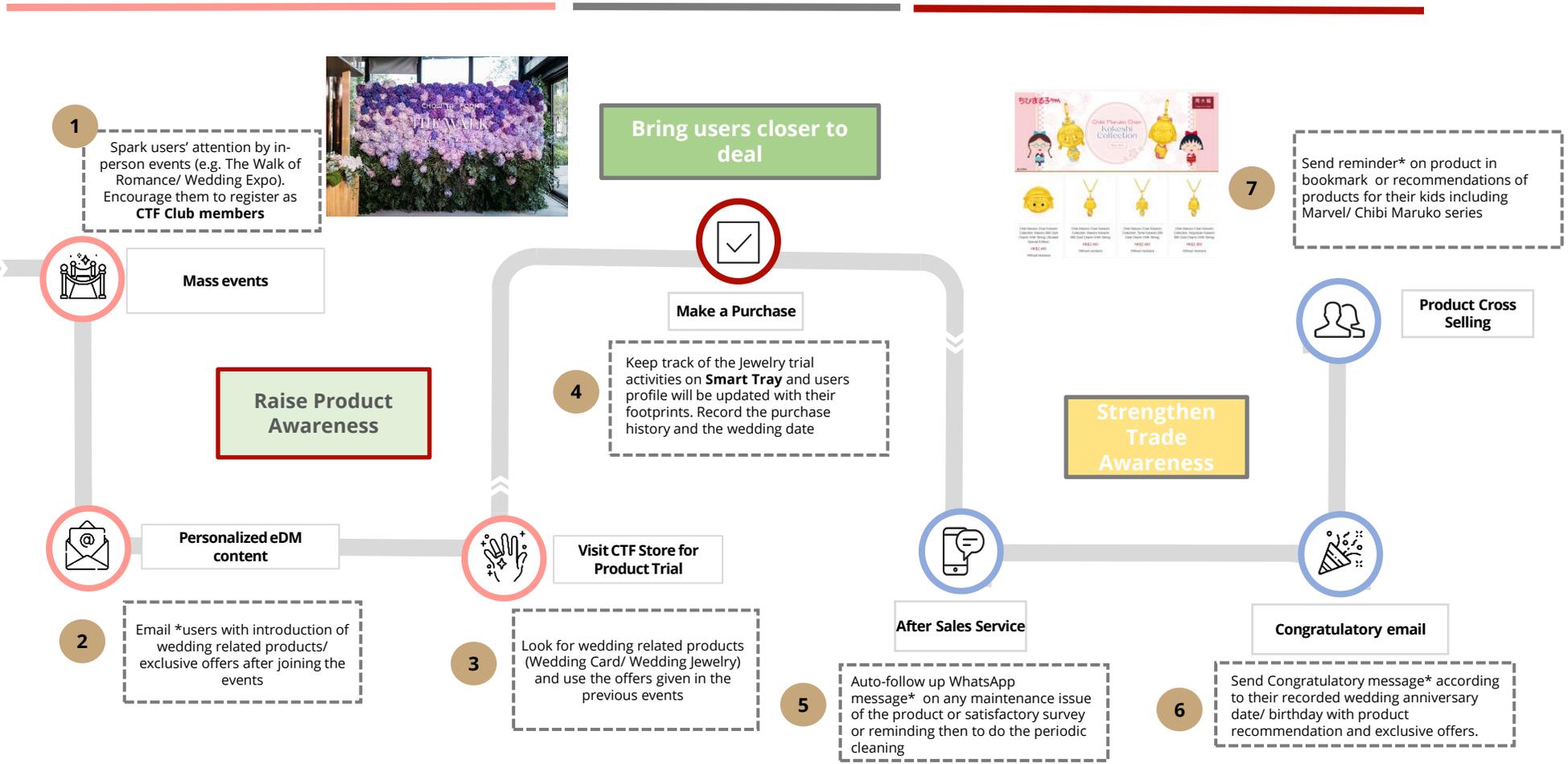
- Jason and Macy
- **Young Couple**
 - **Potential customers who is not CTF Club member**
 - *Planning for their wedding*
 - *Addictive to social media*

* Email content will be available in the first phase; WhatsApp and SMS messages will be available in the later phase

Awareness & Consideration

Engagement

Retention



The Transformation Journey

