A personal touch for millions of customers.

Sky UK embraces customer data to deliver superior cross-channel experiences with Adobe Experience Cloud.

"We selected Adobe Experience Cloud because it integrates the best solutions in the market for analytics, campaign management, optimization, and personalization."

Robert McLaughlin, Head of Digital Analytics, Sky UK

SOLUTION

Adobe Experience Cloud, including the Adobe Analytics and Adobe Audience Manager solutions within Adobe Analytics Cloud and the Adobe Campaign and Adobe Target solutions within Adobe Marketing Cloud

RESULTS

INTEGRATE tools for actionable customer data

Improve **RETURNS** with personalization

UNDERSTAND customers on an individual level

Use customer intelligence across **CHANNELS**

Sky UK Limited

Established in 1990

Employees: 30,000

London, United Kingdom

www.sky.com

CHALLENGES

· Understand behaviors in an environment where customers reach out via multiple devices and channels

· Deliver excellent customer experiences across platforms with relevant content

· Engage each individual customer in a household instead of targeting households as a unit

USE CASES

· Customer Intelligence

· Personalized Experiences

Connecting people to a better life

Telecommunications are an essential part of many aspects of everyday living. People may spend their days at work doing research at their computers and calling customers, then go home and relax while texting friends on their mobiles and catching up on their favorite television dramas. For millions of customers in the United Kingdom, Germany, Austria, and Italy, Sky is the go-to company for all of these services. Sky is Europe's leading entertainment and communications business, connecting 22 million customers and 11 million households through its telecommunications brands.

In a competitive market, Sky UK aims to increase market share while maintaining customer loyalty. Accomplishing this means providing the best content, messaging, and experiences to both existing and prospective customers.

"To achieve our goals, we need to clearly understand who our customers are and what they want," says Robert McLaughlin, Head of Digital Analytics at Sky UK. "But that's not easy, given that 71% of our customers engage with us through at least three channels, whether that's by phone, in a store, or online. We need to connect all of these touchpoints into a single customer profile."

Sky UK began looking for best-in-breed solutions to solve its cross-channel challenge. After an extensive search, Sky UK settled on what it views as the top analytics, personalization, and campaign management tools available. And as it so happened, all of the tools are part of the same integrated solution: Adobe Experience Cloud.

"We selected Adobe Experience Cloud because it integrates the best solutions in the market for analytics, campaign management, optimization, and personalization," say McLaughlin. "The fact that all of these solutions work together allows us to better use customer intelligence across all our digital marketing initiatives."

Smart, optimized experiences

Sky UK uses solutions from both Adobe Analytics Cloud and Adobe Marketing Cloud. Adobe Audience Manager, part of Adobe Analytics Cloud, combines customer information from across channels, including online, offline, and third-party channels. It then uses this data to segment audiences and gain a deeper understanding of what customers are doing, asking, or looking at. Adobe Analytics allows Sky UK to dive deep into data for real-time insights into customer behaviors and how that translates into customer needs.

"We like the concept of the Marketing Cloud ID and how we can use a single ID to identify customers across channels," says McLaughlin. "We have thousands of users working with Analysis Workspace to understand data. By enabling users to create their own queries and expand their understanding of customers, we're empowering them to make smart, data-driven decisions."

Audience data from Adobe Analytics Cloud is pushed to Adobe Marketing Cloud solutions to optimize and personalize content, campaigns, and other activities. Sky UK runs approximately 600 campaigns each month. Adobe Campaign uses audience data to create, personalize, and send campaigns based on an integrated profile of each customer across direct mail, email, mobile, and push notifications.

Bringing all of these solutions together, Sky UK is gaining a greater understanding of customers. For instance, if a customer downloads the Football Score Centre app and sets his or her favorite team as Manchester City, Sky UK might send an email suggesting that the customer look at a sports bundle that includes Manchester City matches, or use banners on the website with the Manchester City logo.

"The integration between Adobe Analytics Cloud and Adobe Marketing Cloud allows us to quickly identify opportunities, and better engage and serve our customers," says McLaughlin.

Reaching out to individuals

Working with Adobe partners, Sky UK is learning how to use data and digital marketing tools to their fullest. "We're using the products in Adobe Experience Cloud together to achieve powerful outcomes with the help of Adobe partners," says McLaughlin.

Before Adobe Experience Cloud, Sky UK was limited to analyzing customers at a household level. The company might know that a household watches sports, action films, cartoons, and reality TV. With Adobe Experience Cloud, Sky UK can combine this television viewing data with mobile habits to understand the individuals that make up the household. Now marketers can put sports scores front and center on the mother's mobile app, or alert a teenage son about a new blockbuster available for rent.

SOLUTION AT A GLANCE

Adobe Experience Cloud, including:

Adobe Analytics Cloud

· Adobe Analytics

  · Analysis Workspace

· Adobe Audience Manager

  · Identity Management

Adobe Marketing Cloud

· Adobe Campaign

  · Campaign Management

  · Cross-channel Execution

· Adobe Target

  · AB Testing

  · Experience Targeting

For more information
www.adobe.com/data-analytics-cloud.html

www.adobe.com/marketing-cloud.html

"We believe that relevant experiences delivered through the right channel are essential to building customer loyalty," says McLaughlin. "Adobe Experience Cloud enables us to offer individuals personalized interactions that increase our reach and returns."

As Sky UK expands its use of Adobe Experience Cloud, it plans to incorporate even more offline data, such as from call centers, to deliver seamless customers experiences across any channel. Greater segmentation will also allow for higher levels of targeting to grow audiences with a personal touch.

"Our next step with Adobe Experience Cloud is to have real-time triggers that let us reach out to customers immediately when they initiate a certain activity," says McLaughlin. "We're hoping to bring customer intelligence and communications even closer together, and we're relying on Adobe Experience Cloud to deliver the cross-channel experiences our customers desire."