



**Achieve CX
success with our
consulting services.**



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Customer experience is the new product

Almost every time customers engage with your brand, they expect not just a good but an excellent experience. They expect to be able to purchase your products effortlessly, from anywhere they happen to be and from whatever device they happen to be using at the time. They want content that is relevant to them, that will help them meet their specific needs in any given moment. And if they don't get it, they're likely to switch to a brand that can. According to Gartner, customer experience (CX) drives over two-thirds of customer loyalty.

But Gartner has also found that only 32 percent of businesses in North America are truly experience-led. That means there's a massive opportunity for your business to transform and reap the rewards that come with becoming a CX leader. Your company's technology investment was a huge step in the right direction, but transformation also takes investing in customer experience across people and processes. Only then can you truly support CX initiatives while defining metrics to evaluate success.



Investing in CX best practices across people, processes, and technology will help you:

- Use your digital marketing solution to its full potential
- Become best-in-class at capturing, analyzing, and acting on data
- Differentiate your brand with the latest technology innovations

Our consulting service experts will work with your teams to design an optimal organizational structure that positively influences collaboration, culture, leadership, and the employee experience. We'll optimize your experiences delivery to drive greater ROI and develop a strategic plan around your existing processes. And we'll ready your tech stack to take advantage of the latest tools while closing technology gaps around experience measurement and data-driven decisioning.

When you engage our consulting services, we'll provide you with:

People

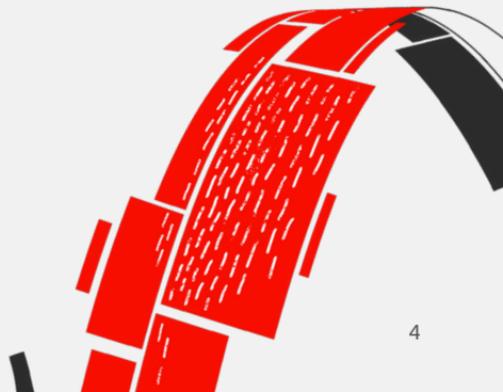
Training, education, and staffing support

Process

Industry expertise and strategy services

Tech

Health checks and audit assessments



Realize the potential of your solution

According to Forrester, businesses that deliver excellent experiences see tremendous returns—36 percent faster growth rates, 1.9 times the return on ad spend, and 1.9 times higher average order value, just to name a few. Adobe solutions were designed to offer you everything you need to deliver an unmatched digital customer experience, with tools for deriving deep insights, personalizing content, measuring engagement, and more.

But due to certain internal and external factors, some organizations struggle to get the most out of their MarTech stack. Common challenges include a lack of available staff with the right technical knowledge, the absence of a cohesive customer experience or digital foundation strategy, and an inability to seamlessly capture, analyze, and act on data.

Our consulting services can help you move further up the digital maturity curve, so you can go beyond meeting your short-term needs and focus on a roadmap for future innovation. Maneuvering this landscape can be tricky, especially as competitors continue to evolve and raise digital standards across industries. We can empower you to use your investment to lift your business to the standards of the industry and your competition.



People

Our experts can train your people to use your technology effectively, then prepare them to take over the tactical elements of existing products and programs.

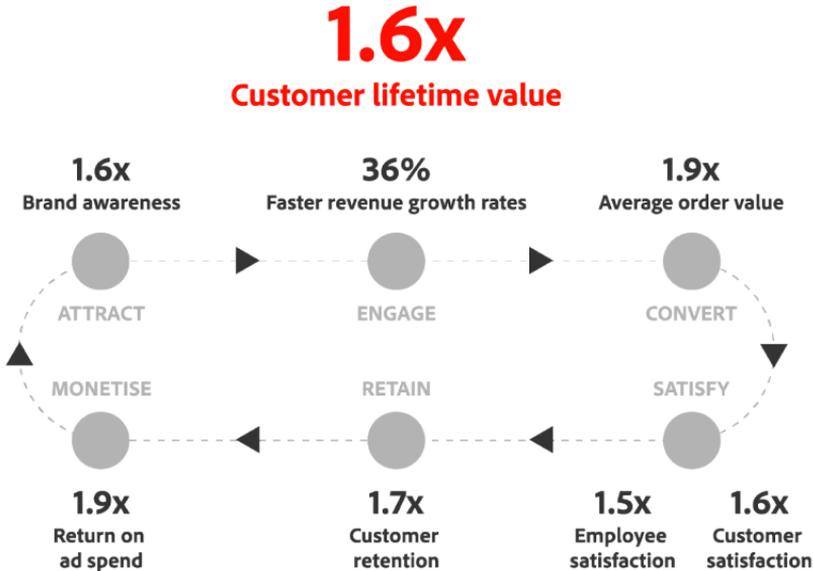
Process

We can help you build a roadmap for clear, innovative digital transformation practices, and develop, implement, and support a comprehensive CX strategy around analytics, data, and engagement.

Tech

We can identify and address gaps in your current digital foundation, and create a single source of truth, unifying the collection and tracking of data across your entire business.

Investing in customer experience pays off



Realizing ROI at Rite Aid

Rite Aid partnered with our consulting services to advance their real-time personalization, customer journey analytics, content management, and advertising capabilities. Our experts created a new patient persona and a map of how their customer journey would unfold. Then we helped them jump-start the testing and optimization of their content, reinforcing best practices along the way.

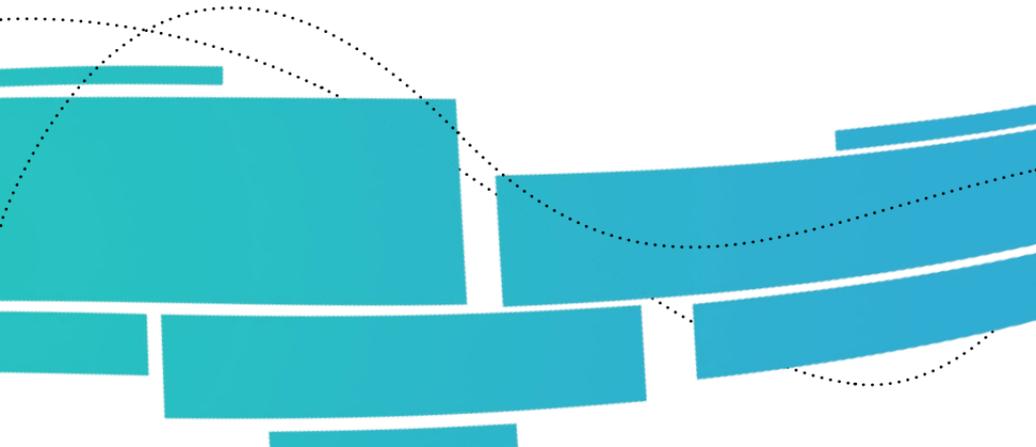
During the engagement, Rite Aid launched their annual flu shot campaign and achieved extremely positive results. Planning for the campaign was originally scoped for six months, during which time our expertise would be tapped to help them gain deeper insight into their entire customer base and develop data-driven audience segmentation. With our help, they completed planning three months ahead of schedule. And after launch, they increased flu shot traffic by 200 percent, with only a 15 percent increase in spend. They also experienced 13 percent higher in-store sales while reducing cost-per-store-visit by 80 percent.

By taking a data-driven approach to segmentation and targeting, Rite Aid was able to clearly identify measurements that helped them influence customers' decisions, leading to increased engagement and conversion. Once their long-term strategy was in place, they continued to mature it by participating in our re-evaluation assessments.

“ At Rite Aid, we understand that trying to integrate disparate solutions, each focusing on one small part of the customer experience is a losing proposition. With Adobe, we leverage our integrated datasets that will empower us to meet our strategic goals.

Justin Mennen

CIO, Rite Aid



Become best-in-class at capturing and using data

Whether or not you can deliver experiences that excite, guide, and influence customers depends on how well you know them. Those most successful at it are organizations that have unified all the data that's available to them to gain holistic views of customers—and can act on that insight in real time.

With Adobe solutions, you can build real-time customer profiles, stitched together from all of your data. However, the teams who execute need the technical implementation knowledge to support your objectives. Without that or a clear business model with efficiently operationalized CX initiatives, it's simply not possible to use your data in order to deliver personalization that drives impactful engagement, conversion, and loyalty.

Our consulting services can help you build a data foundation that will empower your teams to use your data effectively, and in automated ways. We'll also develop a customer experience roadmap to restructure and accelerate your customer engagement, and to grow your data strategies and initiatives along with your business.

People

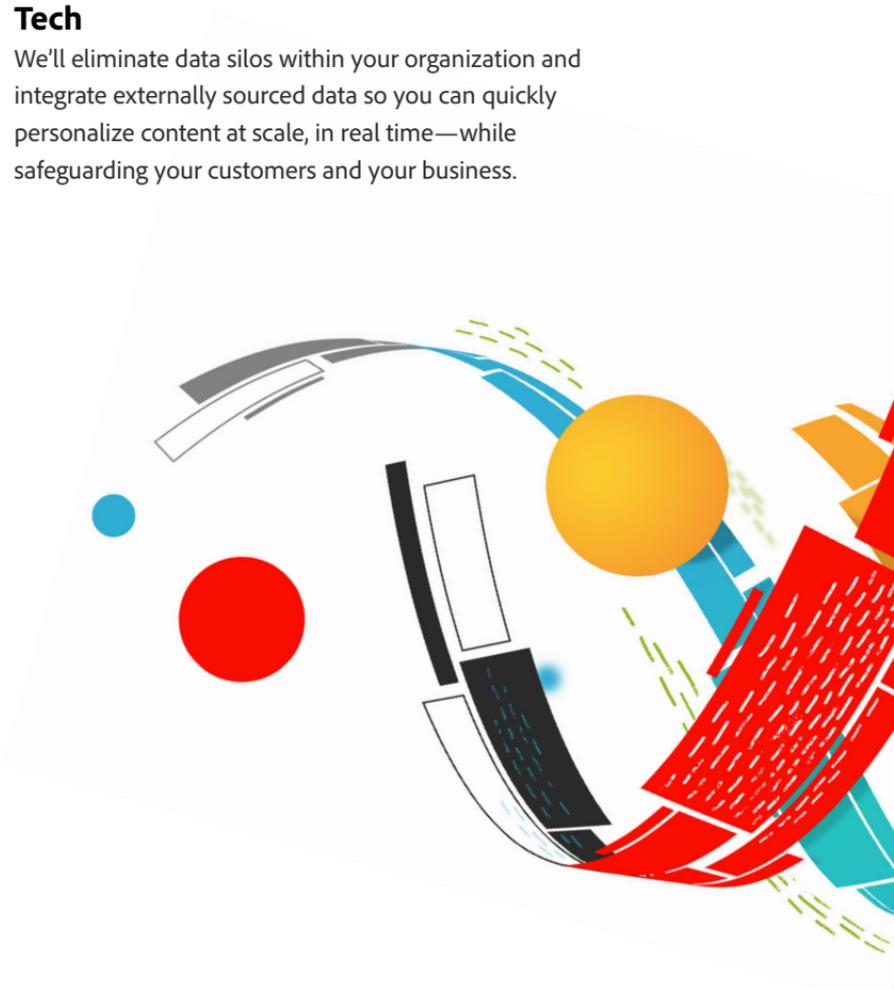
Our experts will empower your teams to use the features of your solution from day one, and help them advance their skills quickly.

Process

We can help you develop a clear CX business model that aligns with your key performance indicators and business objectives—one that will support adoption of best practices throughout the organization.

Tech

We'll eliminate data silos within your organization and integrate externally sourced data so you can quickly personalize content at scale, in real time—while safeguarding your customers and your business.



Successfully navigating data at Silversea Cruises

Silversea Cruises engaged our consulting services to help them implement their solution in a way that would allow them to quickly and efficiently deliver personalized digital experiences reflective of their luxurious onboard experience.

Over three months, our experts trained Silversea teams how to use their solution to track and measure customer behavior across channels on the web, customize digital interactions for specific target audiences, and test and optimize messaging, creative, web layouts, and more in order to boost engagement and bookings.

Through these efforts, Silversea drove experience development times by 40 percent and content development times by 30 percent. And they saw 20 percent higher conversion on site, and a 15 percent reduction in cost per acquisition.



“ We were agnostic with how we adopted software until lack of integration became problematic and we started to lose scalability and performance. Adobe Experience Cloud solves all these issues, as well as boosts our visibility into customer activities and agility.



Xavier Bussonais

Director of Digital Marketing, Silversea Cruises



Differentiate with the latest technology

Innovative brands have the ability to understand what makes their customers tick, and the technology to create experiences that will grab their attention. With Adobe solutions, you have the tools you need to understand what will wow them *and* the ability to give it to them. But you also need to have a staff with the ability to predict and anticipate CX trends, and the technical implementation knowledge they need to build custom CX applications.

Our consulting services can help you understand the changing technology ecosystem and future technology landscapes and make recommendations on how to execute unique forms of customer engagement to become an industry leader. We'll help you develop a roadmap for innovative marketing practices and make recommendations on the right strategic innovations to pursue, all while mitigating security and customer privacy risks.



People

Our experts can empower your team to spot and harness innovation in the digital sphere, so your business can capitalize on growth with existing programs.

Process

We can help you build a roadmap for clear, innovative digital marketing practices, and empower you to dig deeper into your capabilities to identify opportunities for innovation.

Tech

We can implement and activate real-time data and analytics, so you can learn how customers experience your brand in the moment.



Innovating experiences at Under Armour

Under Armour partnered with our consulting experts to reimagine how to use their digital content—managed and used by content authors across six continents—more effectively.

Our experts empowered the business to think holistically about their current content strategies and usage. With this insight, we built a unified asset sharing portal, which connected their previously siloed teams in one centralized place, allowing authors to leverage the latest assets. The streamlined deployment of the portal resulted in an efficient data asset launch, which boosted the organization's agility in the data management space.

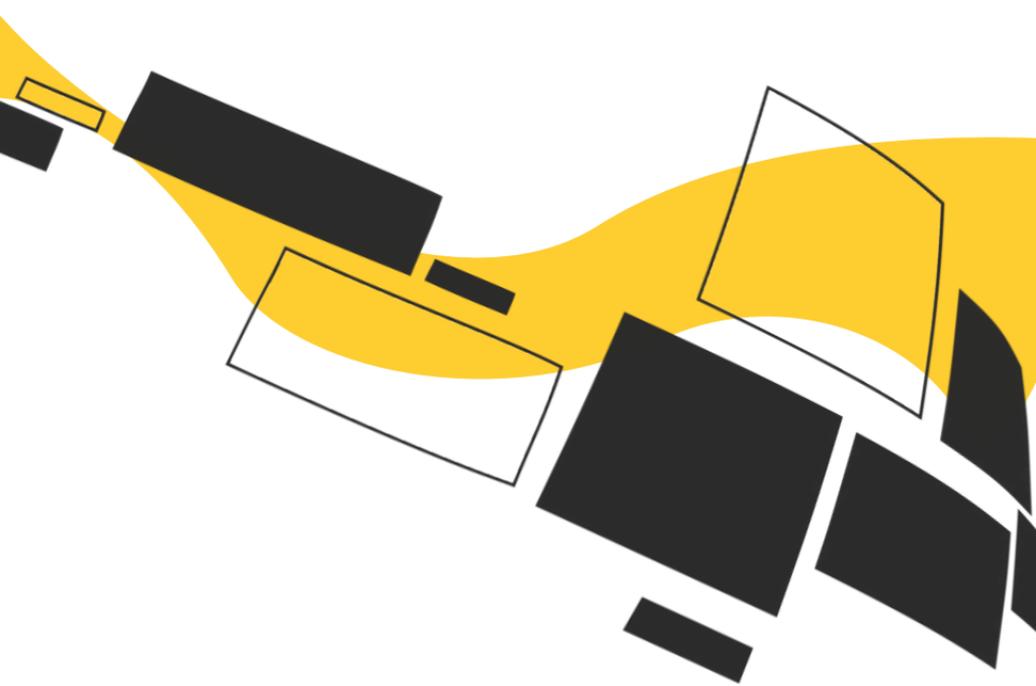
To drive adoption of the portal, we worked with them to develop and execute an internal communications strategy aimed at generating excitement among those who would benefit from using it. After launch, their teams became twice as efficient in daily asset management activities. Additionally, Under Armour doubled the average daily users on their website and saw a two times increase in monthly asset downloads.

We also helped Under Armour solidify goals for their future marketing activities, based on KPIs that targeted their overarching business objectives. And we left them with the ability to upgrade efficiently without any hardwired customizations.

“ We’re introducing virtual development assets into the DAM and reusing a lot of the work that we had done last year. Thinking about platform development in that way has been a huge benefit to us.

Ben Snyder

IT Product Owner, Under Armour



Turn our leading edge into yours

At Adobe, we know that navigating digital transformation to achieve customer experience excellence is challenging—and that technology alone isn't the solution. That's why we're dedicated to partnering with you at every step of the journey. Our experts are here to support your teams to build a robust ecosystem of expert insights, best practices, digital strategy, and deep technical knowledge at your organization.

As innovators in CX and pioneers in customer experience management (CXM), we've helped some of the world's most ambitious brands exceed their customer expectations while scaling growth. Transformation like this doesn't happen overnight, but we're in it for the long haul. That's why market leaders trust us to help them chart a path to becoming an experience business.

Because we have close ties to Adobe product engineers, you'll get exceptional service and speed. And with our experts at your side throughout your engagement, we'll be there to make sure your solution scales at the same pace. We'll partner with you to determine the best ways for your organization to measure objectives, incrementally add value, and shift focus as needed.

[Learn more](#)

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