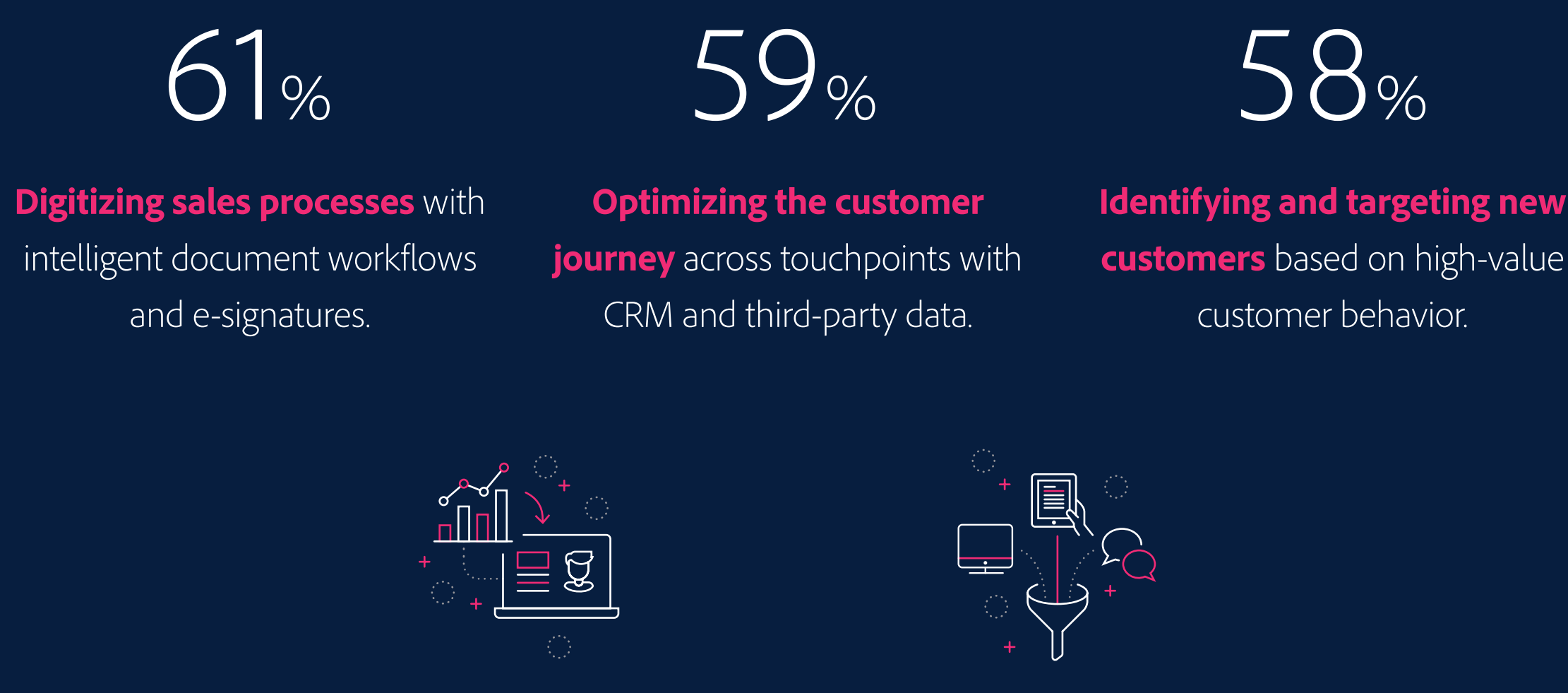


Exploring opportunities in the customer experience era.

Today's customers don't just appreciate amazing experiences. They expect them. And meeting their expectations is critical to an organization's differentiation and long-term success. Forward-thinking businesses are investing in new digital technologies and processes that help them go beyond traditional engagement. So they can deliver compelling experiences that connect across the entire customer journey.

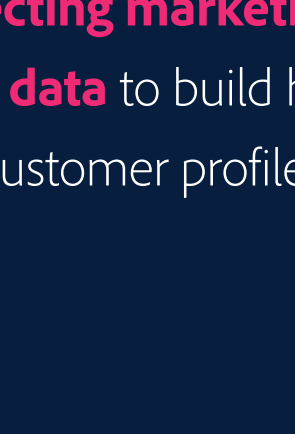
In a 451 Research customer experience study across more than 10 verticals, organizations said these five opportunities are the most important:



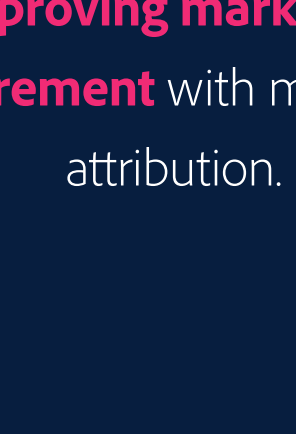
Digitizing sales processes with intelligent document workflows and e-signatures.

Optimizing the customer journey across touchpoints with CRM and third-party data.

Identifying and targeting new customers based on high-value customer behavior.



Connecting marketing and sales data to build holistic customer profiles.

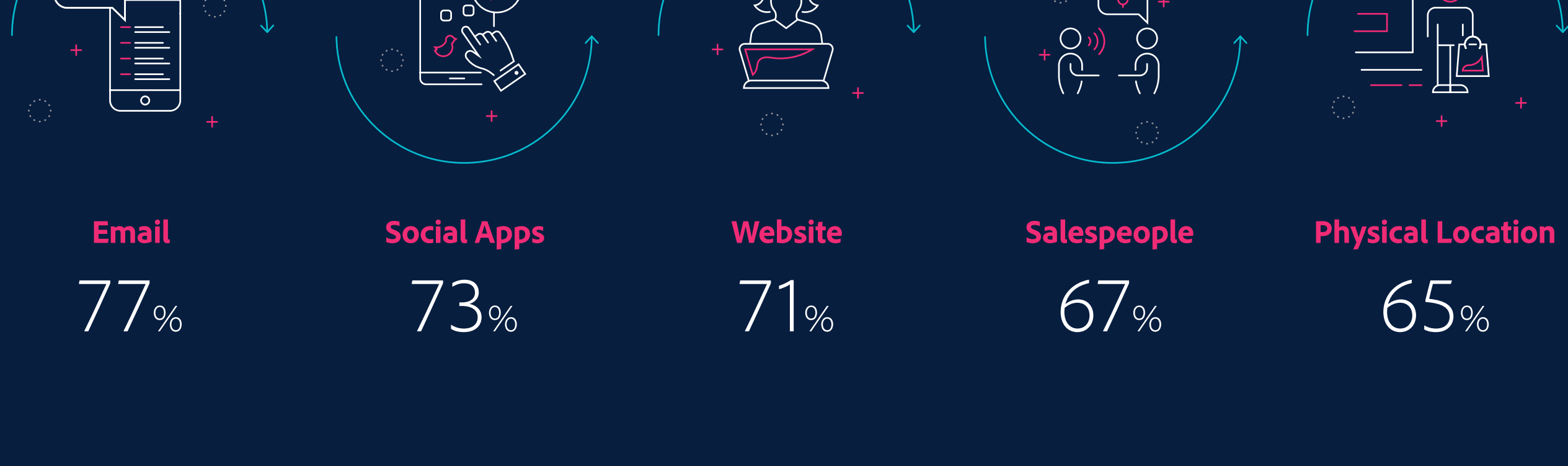


Improving marketing measurement with multi-touch attribution.

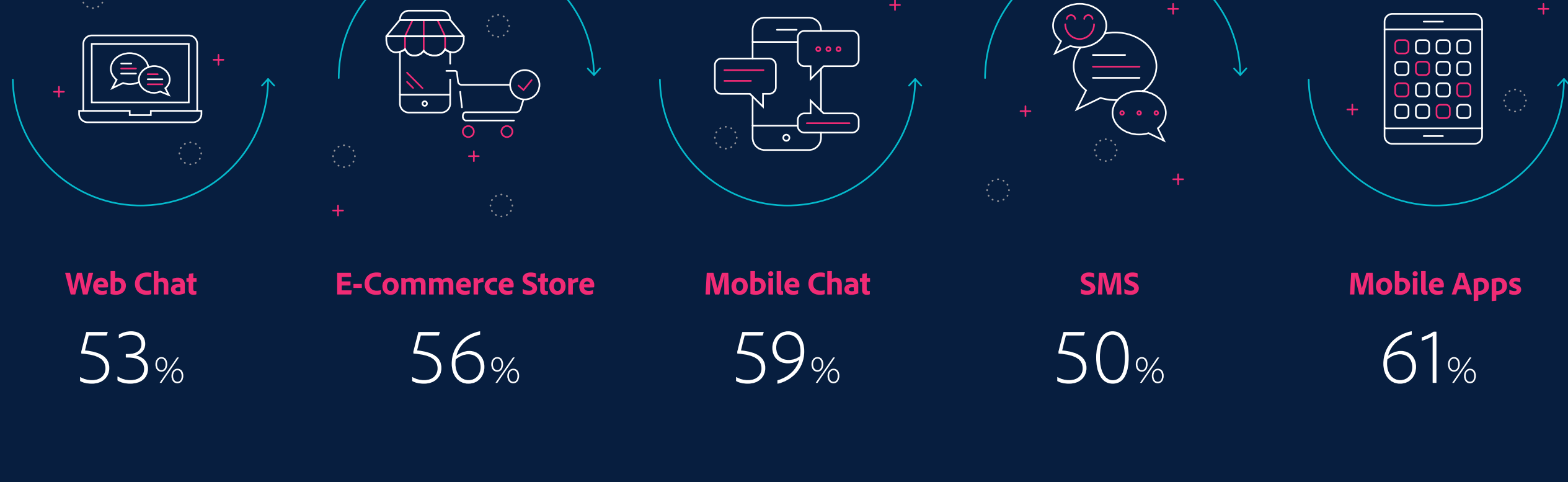
Connecting A to B. And every touchpoint in between.

Every customer interaction is part of a much larger customer journey. In order to create an amazing experience, each step must be continuously connected, whether the interaction takes place online or offline.

Top five touchpoints today:

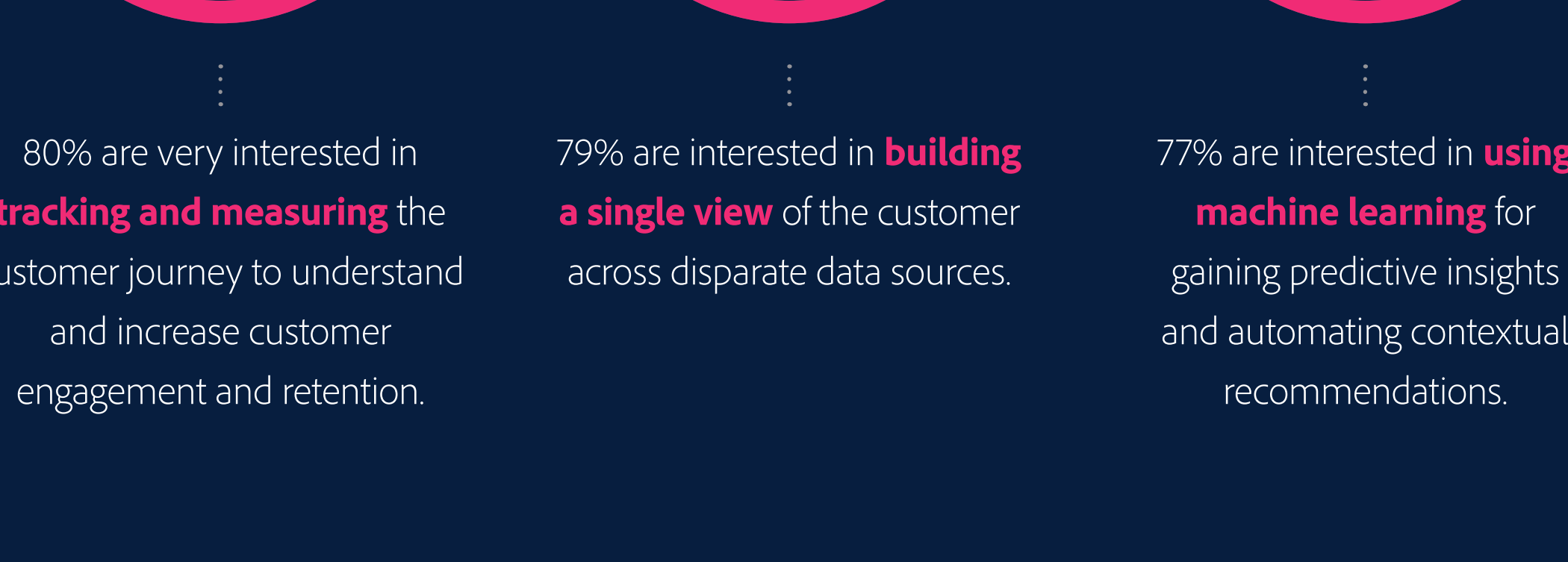


Bottom five touchpoints today:



Getting equipped to get customers across the finish line.

Because each customer journey is a series of non-linear interactions, or "micro-moments," it's virtually impossible to plan ahead for each one. But businesses can exert more control over guiding the journey. As they realize this, they become more proactive, expressing interest in technology and approaches that can help.



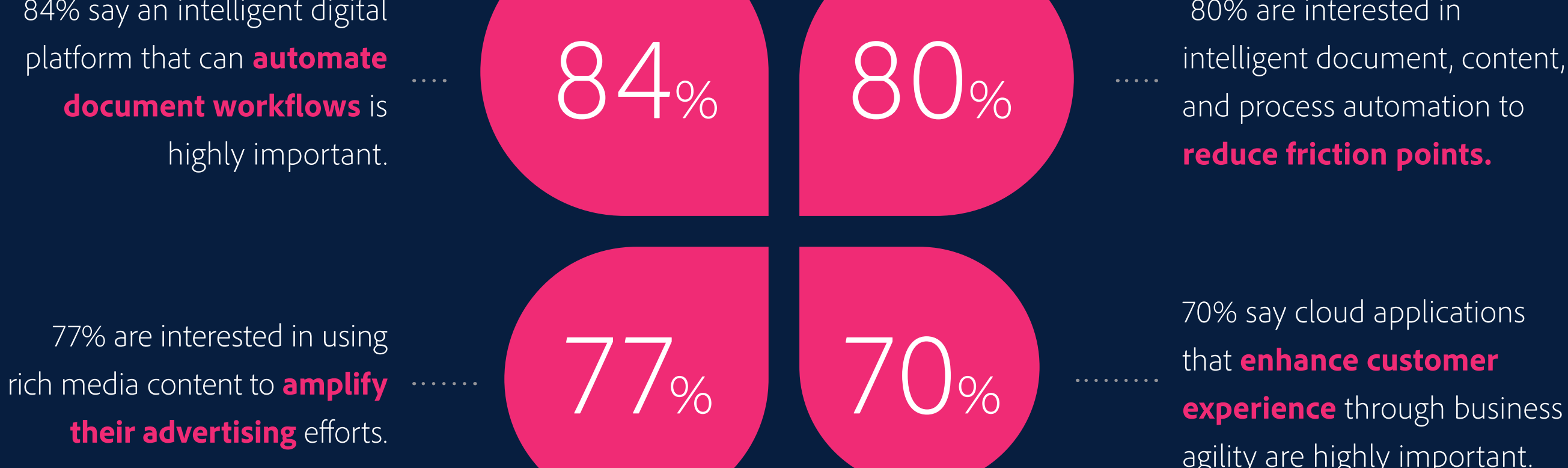
80% are very interested in **tracking and measuring** the customer journey to understand and increase customer engagement and retention.

79% are interested in **building a single view** of the customer across disparate data sources.

77% are interested in **using machine learning** for gaining predictive insights and automating contextual recommendations.

Changing technology to charge up customer experiences.

The more businesses move their processes to digital, the more customers expect it. The future of sales is being transformed by this expectation. Businesses are expressing interest in technology that can help them automate personalization, deliver intelligent recommendations, and provide e-signing capabilities.



84% say an intelligent digital platform that can **automate document workflows** is highly important.

80% are interested in intelligent document, content, and process automation to **reduce friction points**.

77% are interested in using rich media content to **amplify their advertising** efforts.

70% say cloud applications that **enhance customer experience** through business agility are highly important.

Some businesses have already digitized sales processes in order to eliminate paper:



Businesses in the **early stages** of digital transformation.

Businesses with digital transformation **strategies in place**.

And some have streamlined sales by adding e-sign capabilities to Microsoft Office documents and Adobe PDFs:



Businesses in the **early stages** of digital transformation.

Businesses with digital transformation **strategies in place**.



73% of IT leaders say **strategic vendor partnerships** that **unify customer profiles** and **improve integrations** across business applications are very important.

Adobe + Microsoft have come together to unite data, content, and processes, so organizations deliver exceptional customer experiences across touchpoints. [Learn more >](#)

Discover more top-of-mind customer experience topics.

Explore more important sales and marketing opportunities that are on IT and customer experience decision-makers' and influencers' radars.



View the full report, *Customer Experience as the Catalyst for Digital Transformation*.

[View report](#)

Sources

Sheryl Kingstone, "Customer Experience as the Catalyst for Digital Transformation," 451 Research, 2019. All rights reserved.

Sheryl Kingstone, "A Glass Half Full? Preparing Businesses for the Hard Work of Digital Transformation," 451 Research, 2019. All rights reserved.