Winning With Superior Customer Experiences

Learn how brands create, optimize, and deliver personalized experiences at scale.

Adobe

Table of Contents

Introduction

The customer experience is changing.

Personalized engagement is now king. And as your business scales up and grows, this begins to present several promising opportunities.

In fact, **86% of buyers will pay more for a better customer experience. What's more, customer experience will overtake price and product as the key brand differentiator among consumers by 2020.**[1]

That's right: if your brand can offer a superior customer experience that features dynamic, personalized engagement to visitors across all channels and devices, you can compete on the quality of that *customer experience*, rather than on price and product, and still win.

But, as businesses scale, this begins to present some critical challenges, as well.

Businesses of all sizes, whether small, mid-size, or large enterprises, must deliver content and personalized experiences to their customers across more channels, devices, languages, and global regions than ever before. It is one thing to split test content; it is an entirely more difficult process to personalize it for each and every customer.

To personalize customer experiences to that level on such a massive scale, you need a reliable, centralized system to manage and deliver it.
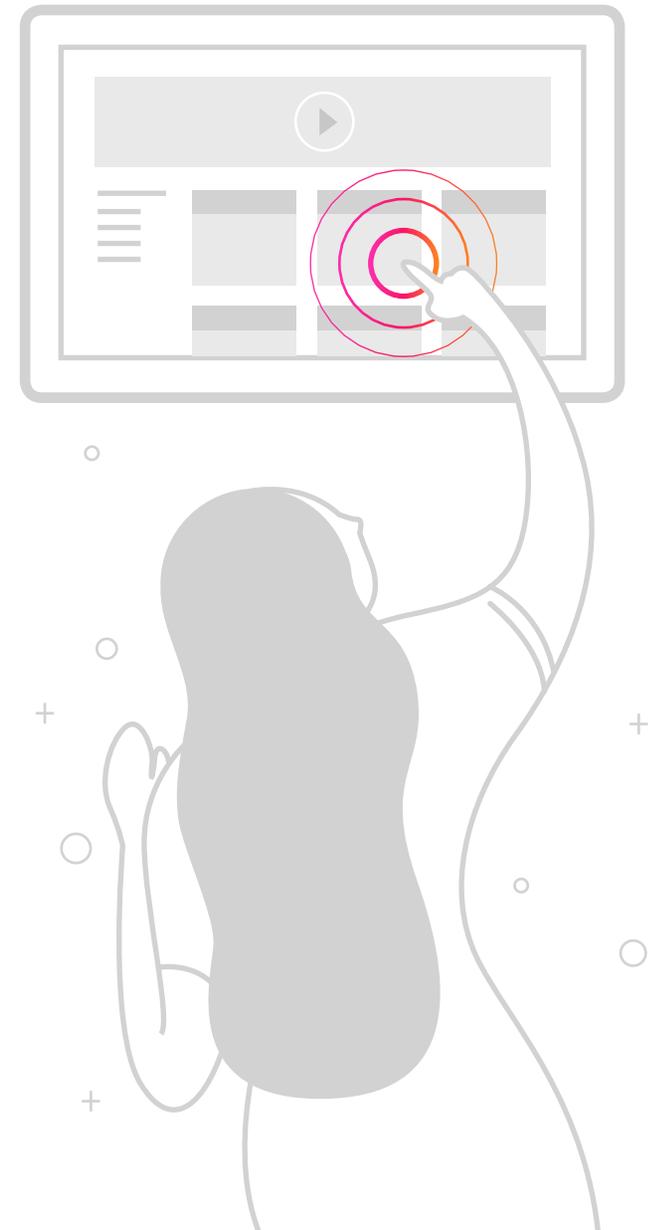
1. Super Office. "*32 Customer Experience Statistics You Need to Know for 2018.*"

Personalization starts with content. Delivering highly personalized experiences across different touch points means organizations need to create more content than ever before, and that content needs to automatically adapt to a multitude of channels. It is critical to have a centralized system that allows you to easily create, reuse, and manage it. Approvals need to be swift, and website changes need to happen even faster.

In addition, you need the right set of tools and algorithms to manage the experience. This includes the ability to do multi-variant testing, deliver predictive insights, and leverage machine learning to optimally allocate your different experiences across different personas. And to fully deliver on the promise of personalization, you need robust, granular segmentation to facilitate the creation of uniquely personal experiences for each and every customer.

To make all that customer understanding and optimization run smoothly, businesses need powerful data analysis to track all the different ways customers engage with their brand, from online shopping cart abandonment to in-store return frequency to multichannel news and content consumption across devices. Collecting this data isn't enough; your business needs to be able to extract rich insights from it that inform your personalization decisions and how you effectively cater to your different audiences.

You need one integrated platform that combines these capabilities and processes and enhances the effectiveness of each by helping them work together. Your content personalization must be powered by your robust data analysis; your data analysis must be driven by your centralized, efficient CMS; and your efficient CMS must deliver your
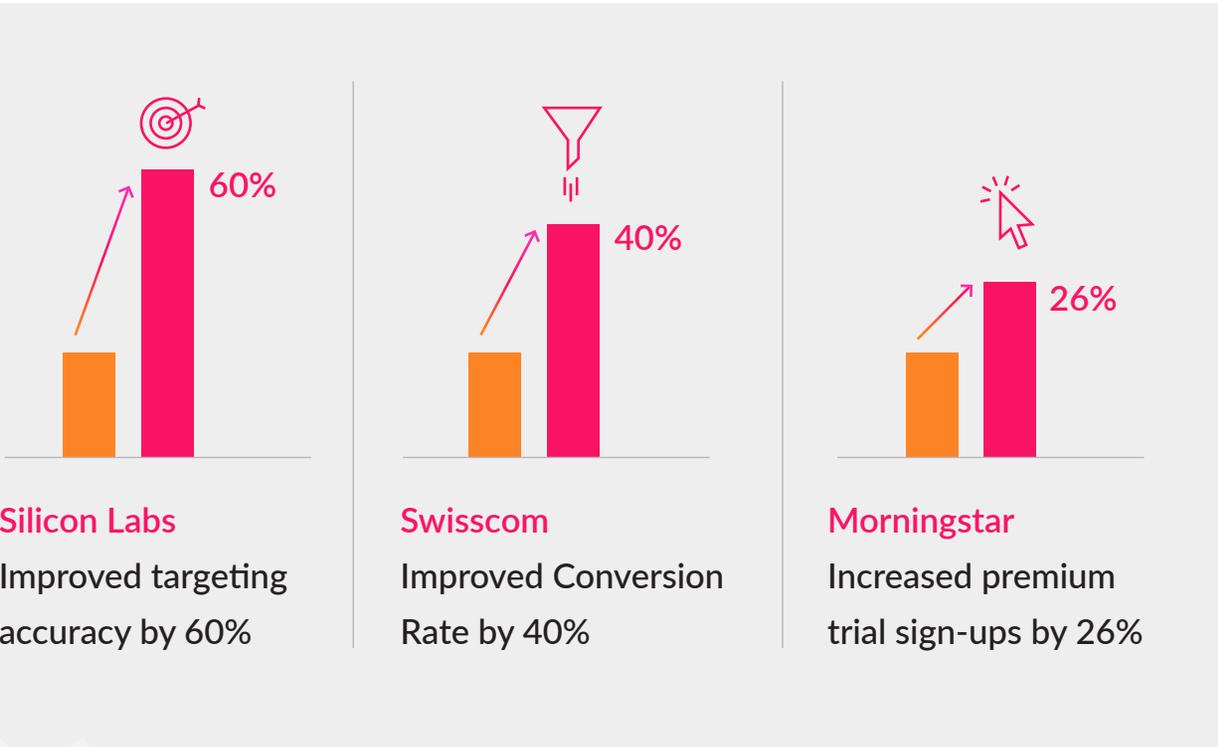
86% of buyers will pay more for a better customer experience. What's more, customer experience will overtake price and product as the key brand differentiator among consumers by 2020.[1]

personalized content accurately and on-time. You need a holistic solution.

Today, across every industry, many of the world's best and fastest-growing brands are using Adobe Experience Manager, along with capabilities from Adobe Target and Adobe Analytics, to deliver just that.

Innovative companies like Silicon Labs, Morningstar, and Swisscom use Adobe to automate the creation of highly personalized website experiences, providing targeted, engaging customer experiences automatically tailored for language, region, and hundreds of customizable content segmentations and personas, all designed to deliver truly superior customer experiences that stand out in a crowded market.

60%

40%

26%

Silicon Labs
Improved targeting accuracy by 60%

Swisscom
Improved Conversion Rate by 40%

Morningstar
Increased premium trial sign-ups by 26%

"

Adobe solutions form a digital foundation upon which we can build new digital experiences for our customers.

Kamran Shah, Director of Corporate Marketing, Silicon Labs

Brands like **Hyatt** and **Nissan** use Adobe to better track and analyze customer engagement across multiple devices, channels, and a long buyer's journey, boosting engagement and conversion rates by delivering the right personalized content at the right time. All without waiting for approvals and website changes from developers.

+200%

Faster website changes
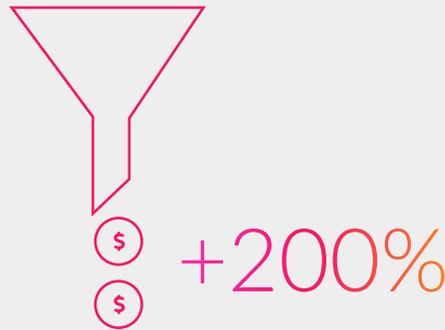
**Nissan**
Conversion Rate +200%

Hyatt
Enabled rapid and efficient website updates.

Adobe gives us the tools to support our customer's journeys with smooth, quality experiences across websites and channels.

Ellen Lee, Senior Vice President of Global Digital, Hyatt

And businesses like **Scandinavian Airlines** and **Informatica** trust Adobe to deliver the advanced, highly-granular data insights and analytics they need to create a 360-degree view of their customers' online and offline habits, track each customer's total interaction history with the company, target likely cross-selling and upselling areas, and identify future trends and opportunities before their competition does.
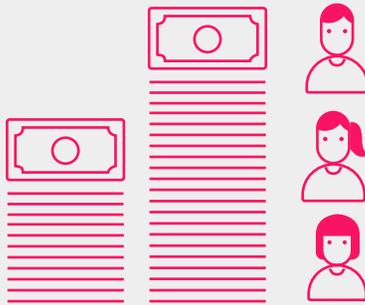
Scandinavian Airlines
Increased revenue per customer and total lifetime value per customer

Informatica
Boosted event attendance by 3X

Adobe gives us a fundamental understanding of how different experiences impact customer behavior. We can take that insight and apply it.

Didrik Fjeldstad, Vice President of Marketing, Scandinavian Airlines

With Adobe Experience Manager, this level of customer experience personalization, workflow efficiency, and data analysis are no longer cost- and resource-prohibitive dreams for only the biggest players.

Adobe Experience Manager levels the playing field, so your business can compete with any enterprise in the world – now, and well into the future.

Gartner.

We're a Leader in digital experience platforms.

Read full report

FORRESTER®

...and a Leader in customer analytics solutions.

Read full report

...and a Leader in optimization platforms, too.

Read full report

Silicon Labs

The Internet of Things (IoT) Goes Global with Adobe

> *One of the fundamental differences between Adobe Experience Manager...and other CMS options is its usability. It's designed with the marketer in mind so our business leads can control simple enhancements to our design changes without burdening IT resources.*

Kamran Shah, Director of Corporate Marketing, Silicon Labs

Adobe gives Silicon Labs the power to automatically deliver personalized customer experiences – segmented for geography, region, and buyer persona – to its tens of thousands of worldwide customers, all while improving workflow efficiency by slashing the time required for website changes and upgrades.

INDUSTRY: High Tech

SILICON LABS' CHALLENGES:

- Scale to meet the needs of a growing global business.

- Provide targeted experiences to tens of thousands of customers across various industries.

- Improve internal workflow efficiencies to encourage agile website improvements.

RESULTS:

- **Improved** conversion rate by 15%

- **Accelerated** website change velocity by 120x

- **Boosted** product targeting accuracy by 60%

Read the full Silicon Labs story

MORNINGSTAR®

Morningstar Invests in the Future of Marketing Agility with Adobe

> *We know we can rely on Adobe to stay on top of the digital game for years to come.*
>
> **Rob Pinkerton**, CMO, Morningstar

Trusted financial services leader Morningstar transforms its traditional web experience to make finding critical information faster for key personas while delivering engaging, personalized customer experiences without needing to delay for developer approval and execution.

INDUSTRY: Financial Services

🎯 MORNINGSTAR'S CHALLENGES:

- Future-proof website to remain a digital leader for years to come.

- Create personalized experiences for different audiences.

- Standardize creative software for greater collaboration with designers anywhere.

- Work with a reliable partner that will continue to advance and promote technology.

💡 RESULTS:

- **Reduced** cost per customer acquisition (CPA)

- **Created** custom persona-based experiences that scale

- **Increased** customer engagement with premium trials by 26%

Read the full Morningstar story

Swisscom Builds a Platform for Personalized Experiences with Adobe

> *Adobe Experience Manager has the right tools for every situation to offer our customers the right experience, and the solutions complement each other perfectly.*
>
> **Nicolas Mériel**, Senior Digital Strategist, Swisscom

Trusted European telecommunications provider Swisscom leverages the power and agility of Adobe to predict and provide superior customer service that delivers truly personalized experiences, segmented and customized along hundreds of possible parameters, all designed to provide customers with the information they need, in the language they need it, well beyond what the competition can offer.

INDUSTRY: Telecommunications

SWISSCOM'S CHALLENGES:

- Compete with disruptive new companies in a competitive multilingual market.

- Differentiate the brand from competitors based on the quality of service and the customer experience.

- Build an agile platform to meet the constantly evolving digital needs of customers.

RESULTS:

- **Improved** conversion rate by 40%

- **Created** highly localized experiences for every customer

- **Saved** time approving and executing digital changes

Read the full Swisscom story

RAIFFEISEN

Raiffeisen Banks on Adobe to Deliver Highly Efficient Personalized Experiences

> *Adobe Experience Manager is key to helping us create personal and local experiences for all customers while improving manageability and cost efficiencies.*
>
> **Felix Wenger**, Head Channel and Distribution (Retail and Affluent), Raiffeisen

Trusted European banking leader Raiffeisen invests wisely in Adobe to deliver the digital foundation for personalized, localized, and multilingual customer experiences while closely tracking and analyzing customer data to improve conversions and maintain a high level of efficiency.

INDUSTRY: Financial Services

RAIFFEISEN'S CHALLENGES:

- Provide the same customer experience for in-person, digital, and mobile customers.

- Reduce costs of multi-channel marketing and experiences.

- Deliver a customized, local website experience with greater digital efficiency.

RESULTS:

- **Increased** conversions by 300%

- **Created** 267 dynamic custom website variations

- **Fine-tuned** marketing with real-time customer insights

Read the full Raiffeisen story

HYATT

Hyatt

Hyatt Checks-In to Consistent Omnichannel Brand Experiences with Adobe

> *Adobe Experience Manager gives us the tools to support our customers' journeys with smooth, quality experiences across websites and channels.*
>
> **Ellen Lee**, Senior Vice President of Global Digital, Hyatt

Hotel and resort giant Hyatt trusts Adobe to deliver personalized yet consistent brand experiences to customers shopping for travel accommodations across various different channels, devices, and locations, with one centralized hub for managing tens of thousands of content assets.

INDUSTRY: Travel and Hospitality

HYATT'S CHALLENGES:

- Deliver consistent customer journey across channels and devices.

- Distribute content creation to a wide range of authors while maintaining centralized control.

- Streamline workflows to upload and manage images.

- Create an agile digital platform to customize user experiences.

RESULTS:

- **Centralized** assets by storing and managing >70,000 content assets in one central location

- **Enabled** more worldwide authors to efficiently create content for faster website updates.

- **Increased** web traffic and revenue by testing and quantifying the impacts of website changes.

Read the full Hyatt story

Nissan

Adobe Maps the Car-Buying Journey for Nissan

If we can understand each customer's needs, we can provide infinite options.

Moyuru Kudo, Head of Japan Digital Customer Experience, Nissan Motor Co.

Adobe provides global automotive leader Nissan with the multichannel analysis and understanding of its customers' journeys it needs to deliver highly-personalized and engaging content that drives the sales funnel and converts buyers more efficiently.

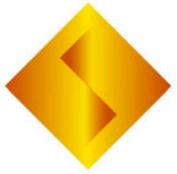**INDUSTRY:** Automotive Manufacturing

NISSAN'S CHALLENGES:

- Improve multichannel understanding and analysis of buyer's journey as part of a move towards ecommerce.

- Create a digital platform to host personalized customer engagement by marketing various aspects of the same vehicle to different customers.

- Develop greater understanding of how personalized content advances the sales funnel.

RESULTS:

- **Improved** conversion rate by 200%

- **Increased** vehicle sales with ability to analyze content

- **Built** a full 360-degree view of customer journey

Read the full Nissan story

Sony

Adobe Helps Sony Hit New High Scores in Delivering More Content, Faster

> *Using Adobe Experience Manager, we can rapidly move through optimization cycles and improve the quality and efficiency of web content.*

Takehiro Akiba, Director of Web Management, Marketing Communications Department, and Director of CRM, Strategy Planning Department, Sony Interactive Entertainment Japan Asia

Global consumer electronics leader Sony trusts Adobe to suggest, optimize, and deliver highly personalized content across various different devices and channels, simplifying the creation and management of personalized customer experiences.

INDUSTRY: Electronics Manufacturing

SONY'S CHALLENGES:

- Provide greater support for website access from desktop computers, gaming devices, and mobile devices.

- Attract visitors by delivering more frequent updates to websites and content.

- Simplify creation and management of website content to bring updates in-house.

- Create a single future-proof platform for customer experiences.

RESULTS:

- **Improved** website production velocity by 800% with in-house team

- **Optimized** websites 5 times faster

- **Boosted** net promoter score by 9%

- **Personalized** content lead to 15% more clicks

Read the full Sony story

Scandinavian Airlines

Scandinavian Airlines Books First-Class Customer Experiences Across All Channels with Adobe

SAS

> *Adobe Experience Manager gives us the ability to connect different platforms and integrate digital solutions so that we can personalize offerings as efficiently and effectively as possible.*

Didrik Fjeldstad, Vice President of Marketing, Scandinavian Airlines

Scandinavian Airlines delivers customers an experience worthy of their destinations by analyzing and measuring shifting market expectations, and using that data to create personalized experiences that add value and persist across digital, mobile, and in-person channels.

INDUSTRY: Travel and Hospitality

⊚ SCANDINAVIAN AIRLINES' CHALLENGES:

- Respond to shifting market and customer demands.

- Expand revenue streams with value-added offerings.

- Improve marketing processes and efficiencies.

☀ RESULTS:

- **Boosted** brand loyalty among frequent fliers

- **Increased** average revenue per passenger

- **Raised** average lifetime value per customer

- **Improved** effectiveness of marketing campaigns

Read the full Scandinavian Airlines story

Informatica

Informatica Improves Efficiency At Scale with Personalized Global Experiences from Adobe

> " *With Adobe, we can use our experience, imagination, and initiative to reach audiences in new ways with tailored, targeted content.*

Sean Browne, Senior Director of Web Marketing, Informatica

High tech innovator Informatica leverages the power of Adobe to effectively target potential customers and deliver them personalized experiences across 30 global websites and 8 languages, allowing them to rapidly scale without compromising buyer persona segmentation or workflow efficiency.

INDUSTRY: High Tech

INFORMATICA'S CHALLENGES:

- Deliver personalized content for 30 global websites in 8 languages.

- Improve web-based sales lead generation and up-sell and cross-sell opportunities.

- Find a digital marketing platform to integrate with multiple back-end systems.

- Implement an agile, future-proof digital foundation.

RESULTS:

- **Grew** global web visits by 61%

- **Boosted** organic search visits by 55%

- **Increased** event response rate by 3X

Read the full Informatica story

Thomas Jefferson University

Adobe Prescribes Thomas Jefferson University a Dose of Well-Organized Community Engagement

> *Adobe's integrated solutions are flexible and can be deployed quickly, giving us the confidence that we can reach our stakeholders in new ways, now and in the future.*
>
> **Neil Gomes**, Vice President of Technology, Innovation, and Consumer Experience, Thomas Jefferson University

Thomas Jefferson University leveraged Adobe solutions to centralize content creation and develop a holistic view of their customers in order to deliver a more consistent and tailored experience that surfaces the right information for the right audience.

INDUSTRY: Health and Education

THOMAS JEFFERSON UNIVERSITY'S CHALLENGES:

- Reach the public through websites and apps while maintaining consistent messaging.

- Gain a complete view of data and consumers through a single CMS platform.

- Quickly deliver relevant information and content to online visitors.

- Establish an agile foundation for digital content moving forward.

RESULTS:

- **Migrated** 16K pages of content in ⅓ the time

- **Delivered** the best content by analyzing traffic

- **Shaped** better consumer experiences with holistic view

- **Enabled** fast updates with intuitive content creation

Read the full Thomas Jefferson University story

Conclusion

As businesses scale rapidly, they cannot ignore the need to create personalized, engaging customer experiences. Whether customized for locality, language, buyer persona, or unique, granular customer profiles, brands must go beyond delivering generic, one-size-fits-all web experiences. They must offer more.

Those experiences need to additionally account for the new reality of multi-channel, multi-device customer journeys. It's not enough to simply personalize the customer experience; you must track, analyze, and optimize it across all the different devices your customers use to engage with you, delivering the right content at the right time to delight them.

All without falling victim to the workflow bottlenecks, delayed approvals, and slow-moving external developer timelines that can choke even the simplest marketing efforts

and render your brand short of its targets and unable to respond to changing customer demands and opportunities.

With Adobe Experience Manager, along with capabilities from Adobe Analytics and Adobe Target, you can build the agile, future-proof, responsive modern platform that makes it possible.

Adobe gives your brand the platform it needs to compete on the superior quality of your customer experiences, and reap the substantial, long-term benefits of it, like increased revenue improved conversion rates, greater brand loyalty, and more.

All without sacrificing your vision to the traditional limitations of scale.

Ready to do more?

Talk With an Adobe Representative Today

If you would like to learn more about how Adobe can address your digital experience needs, visit

https://www.adobe.com/marketing/experience-manager-sites/competitors.html