



# Three Steps to Experience-Driven Transformations



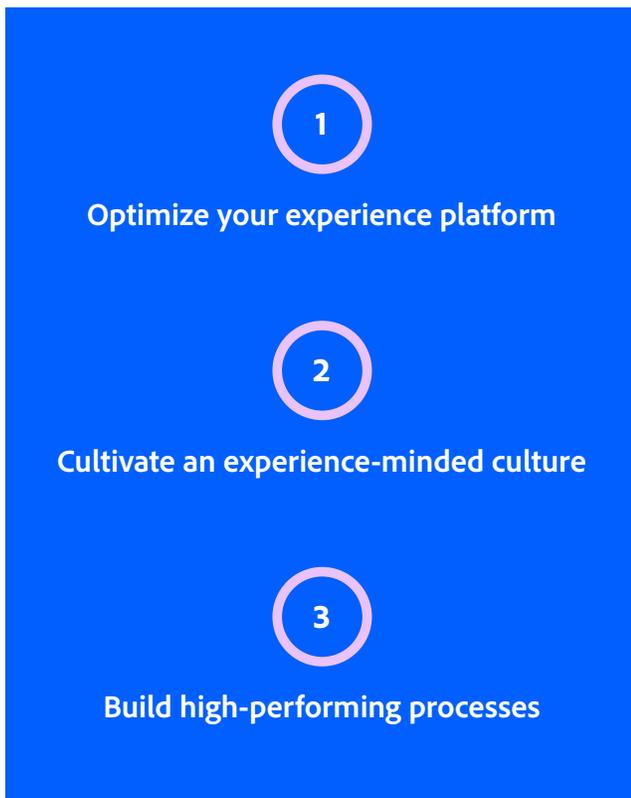
Today's customers buy experiences, not products. That's why, to be competitive, you have to win the hearts and minds of customers. In fact, a [study by Forrester](#) found that experience-driven businesses grew 1.4 times faster than other businesses, achieving 1.7 times higher customer retention rates and 1.6 times higher lifetime customer value. That's great, but the question becomes how to transform your enterprise into a successful experience-driven business. It begins with creating a strategy that harmonizes experience delivery across your technology platform, people, and processes.

## 1. Optimize your experience platform

To become an experience-driven business, you need a technology platform that lets you manage and personalize your entire end-to-end customer experiences. That platform must be able to deliver exceptional, personalized customer experiences across every customer interaction point and across every channel your customers use and will use—and then do all that at scale. The truth is, that's not a simple task. Such a platform has to be able to combine and integrate your technology investments in personalization, data management, cross-channel campaign management, experience optimization, marketing automation, email, content management, and much more.

Regardless of how difficult it might seem to pull together and implement such a comprehensive set of technologies, doing so is critical to your experience-driven digital transformation. Further complicating matters is the fact that no single vendor has the ability to provide every piece of software or functionality required to enable great customer experiences. That's why the platform that drives your customer experience efforts also needs to be open in nature and compliant to facilitate broad technology integrations and developer customizations.

Even if you feel you already have the right technology platform or technology stack in place, you need to be certain it's optimized to deliver the right experiences at the right times. Even with the most capable experience platform, successfully driving your desired digital transformation will likely require you to find expert guidance and support from outside your organization in order to achieve the high-performing experience delivery and edge you want.



## 2. Cultivate an experience-minded culture

No matter your technology capabilities, your people will be the ones who actually transform your organization into an experience-driven business. But knowing you have the right people in place to enable that transformation requires cultivating an experience-minded culture within your organization. One aspect of that is hiring or training people that can become digital-ready teams with the necessary technical capabilities and experience marketing skill to execute your transformation. In addition, it often means getting outside assistance to help both your IT and marketing teams learn and discover new ways to get the most out of your technologies.

Sometimes it's necessary to make structure or leadership changes to produce culture changes within an organization. But in all cases it requires complete buy-in from executives to support the experience-driven transformation. Getting executives to on board requires you to help them understand the importance of the transformation and how it can impact the bottom line. Without executive buy-in, unforeseen bumps in the road or short-term setbacks can doom your transformation efforts.

## 3. Build high-performing processes

When you achieve executive buy-in you'll need to create a shared vision of what the transformation will look like, as well as a step-by-step road map with clear goals and milestones to get you there. To support that road map and your digital transformation goals, you might need to change existing

processes and policies, as well as create new ones. Those processes and policies need to empower your people to be more customer experience-minded, encouraging them to embrace desired cultural transformations and facilitating their ability to use your digital transformation.

You'll want to make sure you have proven processes and methodologies that accelerate performance and increase the effectiveness of your experience delivery. Those will include processes for channel management, customer research, training, cross-team communication, and decision-making. You'll also need processes for implementing key performance indicators (KPIs) to measure the level of your success and continuously detect where you need improvements or changes. As your business grows, your processes will need to scale with that growth—no matter how rapid the pace.

## Simplify and ensure your successful transformation

Every business is different, so different businesses might take the above steps in a different order. But no matter where you are in your journey to become an experience-driven business, Adobe Customer Solutions can help you succeed in every stage of your digital and cultural transformations. We have the experience and expertise to help you design, build, and execute a successful experience-driven strategy tailored to your unique needs and industry. At every step, from digital discovery through ongoing optimization and innovation, we will work with you to create experience-minded harmony across your platform, people, and processes.

## Adobe can help.

Find out how we can help you become a high performing experience-driven business and outperform your competition.

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