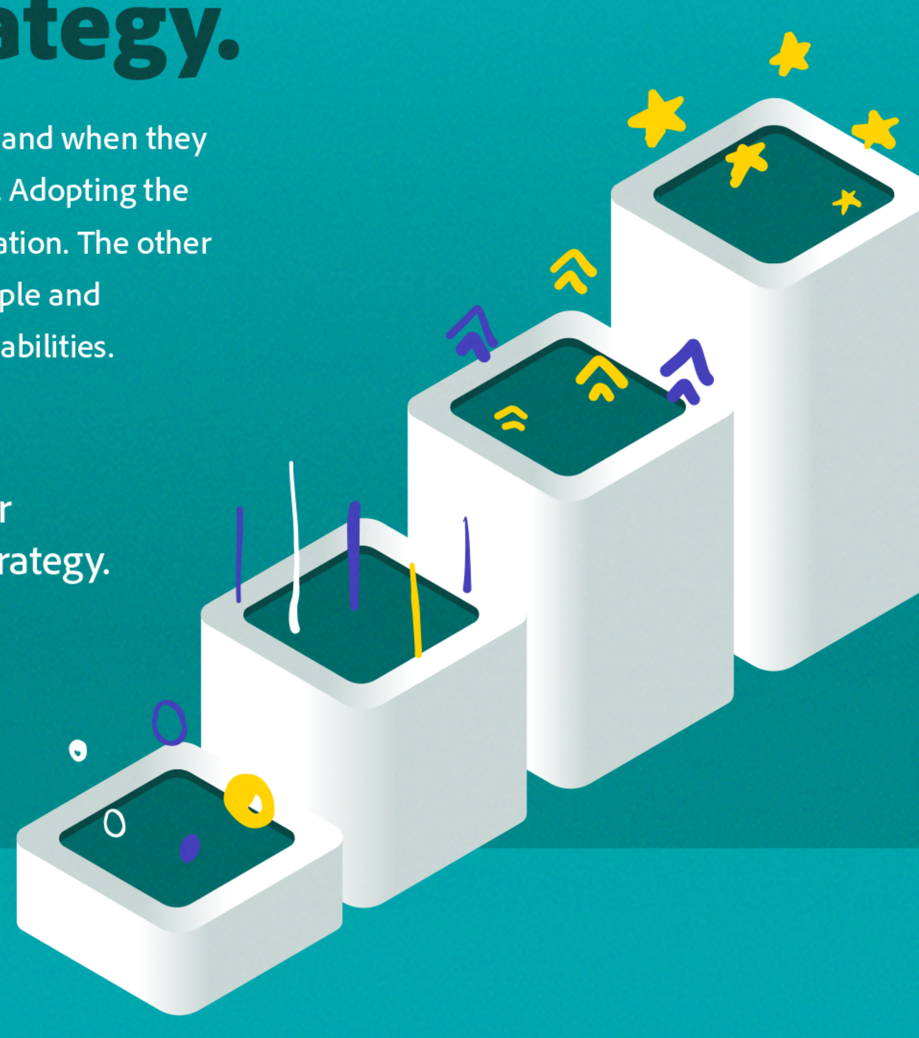
Four steps for optimizing your digital strategy.

Delivering exactly what customers want — where and when they want it — starts with an optimized digital strategy. Adopting the right technology helps, but it's just part of the equation. The other part? Building a framework that puts the right people and processes in place to maximize your solution's capabilities. Here are four steps you can take to get there.

Only 22% of business leaders say their companies have a coordinated digital strategy.
—IMD



1
Remove data silos

47% of companies recognize that data silos are hurting their customer experience initiatives.
—Simpler Media

Bringing your data together from every interaction point gives you a single 360-degree view of your customers, so you can meet their needs in the most impactful moments.

2
Align customer experience goals

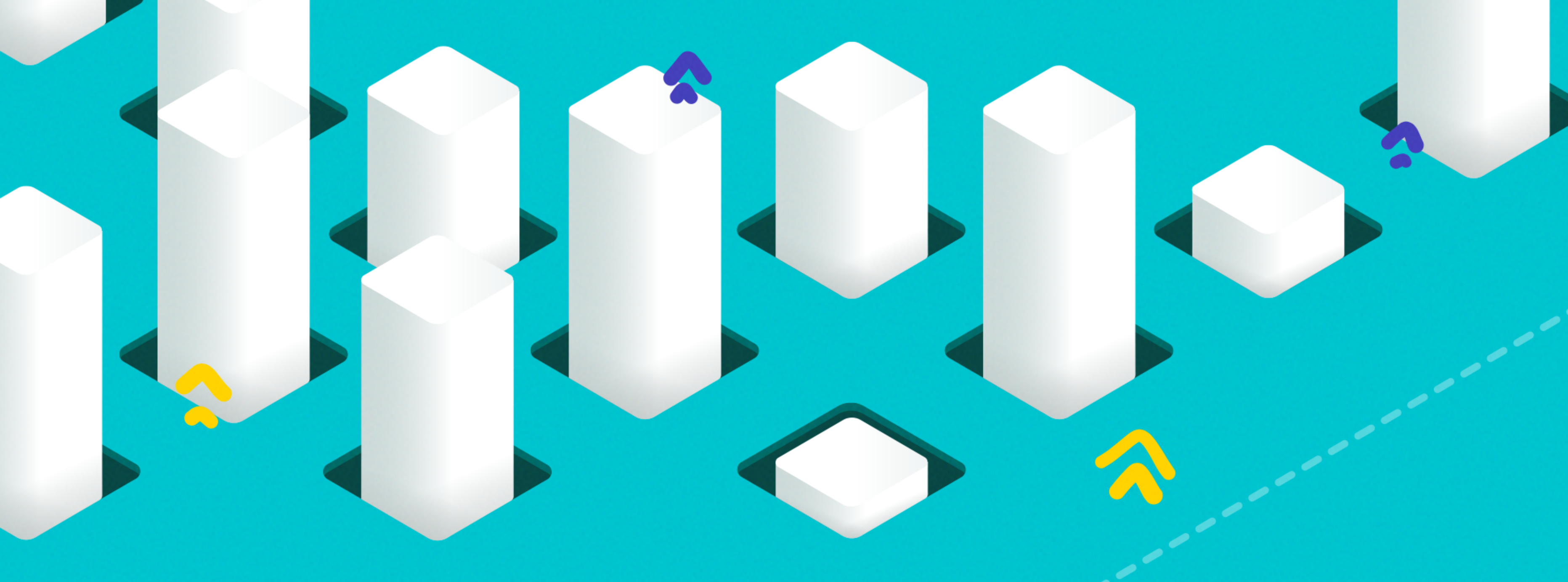
4 out of 5 CEOs say their overall strategy isn't well understood throughout the company.
— Strategy&

When every department is aligned to the customer experience goals of the organization, every customer engagement will be designed to meet them.

3
Designate common sets of performance metrics

Most organizations with more than $1 billion in revenue measure **more than 50 customer experience metrics.**
— Gartner

With common performance metrics in place, you can see how each department's engagement efforts are helping the organization meet its customer experience goals.



4
Develop customer-centric practices

Companies that are customer-centric are **60% more profitable** than those that aren't.
—Deloitte

Shifting an organization's focus from products to experiences means developing new practices, such as democratizing customer insights and operationalizing customer empathy.

Customer Experience Services can help

In 2019, customer experience leaders were **three times more likely** to have exceeded their business goals.
— Econsultancy

Partnering with Customer Experience Services from Adobe Consulting Services can help you build the framework your business needs to succeed in a constantly evolving digital world.

Learn more

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