



# Empowering customers' financial health with content agility.

Optimising the content supply chain for speed, scale, and efficiency



## Customer activity

🔍 Search: mortgage rates

👤 Paid visit: used online mortgage calculator

💬 Chat: mortgage specialist chat interaction



Make every financial experience personal



Delivering meaningful and modern customer interactions that improve their financial health are the number one business goals for Financial Services Industry (FSI) firms.<sup>1</sup> Not only do customers expect it, but organisations from banking to insurance see the connection between better customer outcomes, loyalty and lifetime value.

As FSI firms strive to deepen customer relationships and move from transactional product provider to financial life partner, key capabilities come into sharp focus. That starts with understanding customers' unique goals, frequently shaped by life events from saving for a home to maximising wealth ahead of retirement.

These efforts are becoming increasingly crucial as customer loyalty has weakened over time. Globally, 42% of consumers find it hard to distinguish financial services brands, and of the approximately six products each holds on average, only half are with their main financial institution.<sup>2</sup>

It's therefore mutually beneficial that most FSI organisations want to engage customers on a micro-segment or one-to-one level.<sup>3</sup> To deliver these personalised experiences and truly enhance the financial health of individuals, each customer interaction must add value. That relies on relevant content delivered at the speed of life and beyond simple offer- or product-based messaging.

Therein lies a significant challenge for many FSIs. Creating content to support the real-time activation of personalised experiences across millions of customers places enormous strain on organisational workflows. It impacts every aspect of the content supply chain, from campaign planning and creative production and approvals to customer journey orchestration.

Previously, content creation and management have been disconnected due to disparate tools and siloed teams. Keeping pace with customers and ever-increasing personalisation demands a new form of organisational agility.

FSI brands must revolutionise how they think about content and streamline the content lifecycle from ideation to measurement. This is where tools that work seamlessly together are essential, unlocking the power of content-as-a-service via an optimised content supply chain.

# Why content scale, velocity and performance is a perennial challenge

**75%<sup>+</sup>**

FSI customers will only engage with offers personalised to their needs.<sup>4</sup>

**87%**

FSI marketers who think organisational content is their most underutilised asset.<sup>4</sup>

Whether updating a large cohort of customers on interest rate changes or sending advice to investors about portfolio changes, FSI firms need the right tools and processes to rapidly and cost-effectively get content out.

However, creating content variations for a vast number of target audiences and moving quickly through each stage of the content lifecycle is a challenge. The only way to accelerate and scale content creation and manage costs is to streamline production through process rigour, improved collaboration, automation, and precision. These are key components of the content supply chain.

Some common hurdles that can hold back scale, velocity and performance include:

## **Content creation amid resource and budget limitations**

The cost of new content creation to meet elevated volume demands of personalisation at scale can be high, and production laborious and slow. At the same time, teams may not know content assets exist or be able to reuse or repurpose on their own, drawing unnecessarily on resources and budgets.

## **Lack of efficient optimisation across channels and journeys**

Content may be created for one touchpoint or channel but not easily tailored and optimised for different devices, channels, audiences or geographies. Despite having access to data that enables segmentation, this makes personalisation elusive.

## Disconnected teams and manual processes

Siloed and disjointed authoring and approval processes are a top content supply chain bottleneck. That's because content collaborators - whether marketers, creatives, copywriters or researchers - use different processes and tools, and aren't uniformly updated as content moves from proofing to editing, approval and publishing.

## Misalignment with business strategy

Few organisations consider their content supply chain in the context of their overarching business objectives. Grounding the content in strategy ensures that products and services, assets, and messaging are optimised and that content is created at the velocity your customers' needs demand.

By optimising the content supply chain and embracing content-as-a-service, organisations can bring together people, tools, and workstreams. An effective content supply chain is a single pipeline from concept and creative to scaled production, connecting unique systems and content contributors in a single integrated workflow powered by automation and AI.

It empowers any team to manage, find, reuse and activate content assets through indexing, meta-tagging and AI-powered search. That reduces duplication, saves money and time, and helps teams accelerate and scale their personalisation efforts.

### Case study

One Southeast Asian bank is navigating the challenge of replacing 200 generic customer communications with 20,000 targeted messages to increase relevance and timeliness. Achieving it offers a significant return through customer loyalty and satisfaction. Still, it relies on taking new and different approaches to the way content is conceived, created, delivered, and assessed so future efforts can be refined and improved.



# The impact of accelerating experience delivery

Adobe and Accenture have unique insights into how leading FSI brands are modernising their content supply chains and where it has positively impacted customer and business metrics. This draws from longstanding partnerships with the world's top 10 financial institutions and more than 50 across Asia Pacific.

For each of the following FSI leaders, innovation in AI, data management, content workflows, personalisation, and journey orchestration delivered significant bottom-line benefits:

## Nippon India Mutual Fund<sup>5</sup>

Realised a 20% increase in digital sales through personalised campaigns and targeted experiences.

## City National Bank<sup>6</sup> the right skills<sup>6</sup>

Realised a 157% uplift in form completions through data analysis and automation using Adobe Sensei.

## T. Rowe Price<sup>7</sup>

Reduced the time to create branded content from an average of 4 days to 15 minutes.

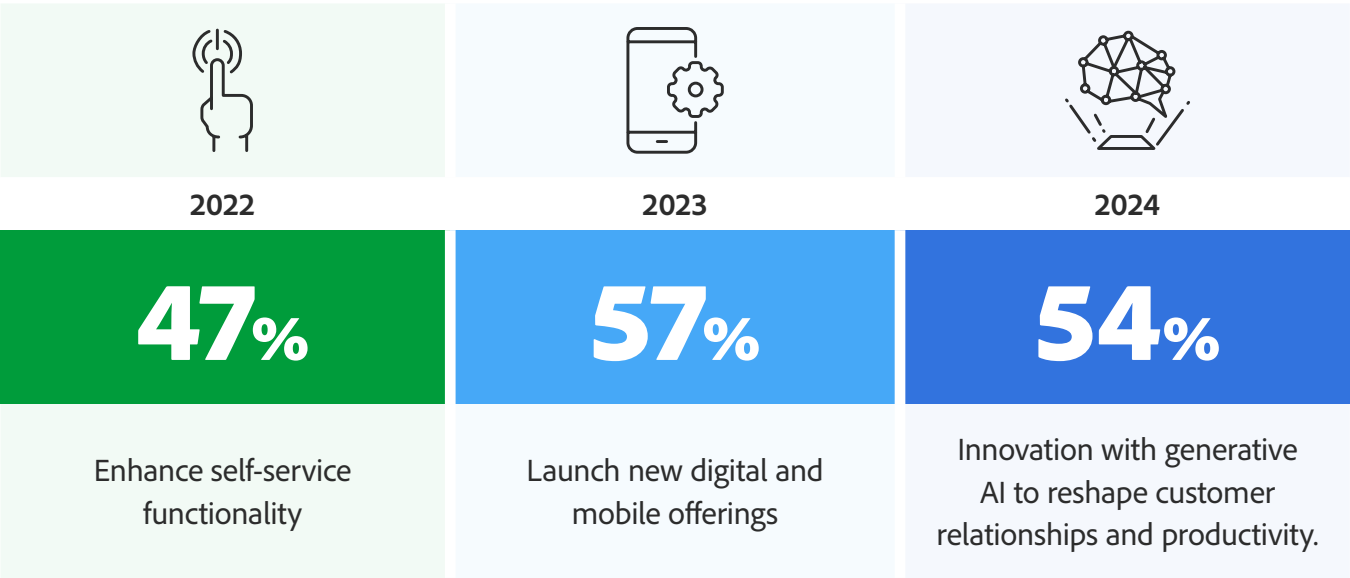
## Lloyds Banking Group<sup>8</sup>

Accelerated time to market and improved internal NPS by automating a third of its content creation workflow using Adobe Workfront.



Adobe's 2024 *Digital Trends Financial Services in Focus* report confirms that most firms globally say innovating with AI is a focus. It topped the list of priorities to better meet customer needs, closely followed by the organisational agility to keep pace with changing market conditions.<sup>10</sup> It's a telling shift when compared to previous areas of focus, which in recent years centred more on channels and products.

**Global FSIs top-ranked priority to better meet customer needs**



However, the study also showed that generative AI implementation remains in the early stages, with just 17% of APAC FSI brands having fully deployed solutions. A further 64% are either piloting or identifying use cases and vendors.

To seize the opportunity to harness generative AI to materially accelerate the content supply chain, FSIs now need to scale up initiatives across the enterprise. After all, Accenture analysis has concluded that banking, in particular, will be the most profoundly impacted by generative AI, with almost three-quarters of all work performed well suited to automation or augmentation.<sup>11</sup>

That's one reason why FSI firms are moving first to unify their data and embed responsible AI practices as the building blocks to accelerate experience creation, identify audience opportunities and automate delivery.

So, as FSIs move their AI initiatives out of the experimentation phase and into production, it is worth considering some of the typical applications and use cases and where they make a difference across the content supply chain.



Embed	Transform	Innovate and differentiate
Automating tasks and roles using AI features embedded within existing digital tools and workflows.	Identifying operational areas that would benefit from generative AI integration to drive efficiency and effectiveness.	Differentiating products, marketing and customer interactions to drive loyalty and trust
<ul style="list-style-type: none"> <li>• Automated image-cropping and using AI to expand image backgrounds or to adapt content or campaigns for reuse.</li> <li>• Using AI-assisted tagging and search functions to simplify content management and better store, find, recall and reuse assets.</li> <li>• Selecting AI tools with existing safeguards for bias, commercial safety and security.</li> </ul>	<ul style="list-style-type: none"> <li>• Integration with back office functions, such as transcription or summarisation of customer calls.</li> <li>• Automate text, imagery, or video creation, where models can be trained to ensure that brand rules, approval guidelines, and data compliance are always followed.</li> <li>• Compliance applications from fraud monitoring, bias detection, or screening content for regulatory imperatives.</li> </ul>	<ul style="list-style-type: none"> <li>• Accelerating the time-to-insight from multiple data sources to create a single view of the customer.</li> <li>• Achieving personalisation through content variations and at a scale that was not previously economically viable.</li> <li>• Tailoring customer interactions, recommendations or pricing at a one-to-few or one-to-one level.</li> </ul>

Source: adapted from Accenture and Adobe analysis

These are just some ways to harness generative AI to reduce the time and costs associated with content creation and delivery. It is worth noting that given the high levels of regulatory scrutiny, human supervision is essential. However, time savings can be reallocated to refining content and training models in line with governance guidelines, further strengthening the foundations for responsible AI usage.

## Case study

Vanguard, the world's largest provider of mutual funds, leveraged data to drive personalisation, engagement, and more relevant client conversations. The company achieved 75% greater efficiency by building content pages through a multi-site architecture approach to roll out services in new countries in record time. The time for page authoring was reduced by two-thirds by using Adobe Experience Manager, delivering \$778K<sup>12</sup> in efficiency gains.

# People, processes and services

Successful transformation of the content supply chain to meet the evolving customer needs requires synergy between people, process and technology. That means FSI organisations must consider many factors within their operating models. This applies acutely to the adoption of generative AI, with Adobe research showing that 75% of FSIs across APAC are planning to reorganise teams and functions to accommodate the technology by the end of 2024.<sup>13</sup>

Here are some key questions that can inform strategic development:

## 1. Streamlining processes

- Does the firm think about streamlining processes to remove siloed and manual operations?
- Are roles and responsibilities clear across all parties?
- What bottlenecks can be removed to improve execution and consistently deliver against business goals?

## 2. Building the right skills

- What roles, skills and capabilities currently exist internally, and are they focused on completing their jobs to be done or overwhelmed with meetings and admin?
- Are there gaps in roles, skills and capabilities that need to be filled through upskilling of existing resources?
- Do firms need to hire new people or complement through a third-party partner to successfully deliver against goals?

## 3. Organisational structures

- How should groups be organised to optimise organisational structures that improve visibility and collaboration?
- What best practices and organisation support can sustainably accelerate speed to market and improve quality outcomes?



By embracing a data-driven approach to uncover new efficiencies and ways of working, FSI organisations can lower costs and increase throughput and speed to market. This extends to enhancing creativity and using emerging technology to drive financial growth.

## **How Accenture and Adobe optimise content supply chains**

Following the launch of the content supply chain concept at the Adobe Summit in 2023, Adobe and Accenture have jointly supported FSI firms in optimising the content delivery function and addressing common challenges. This combines Accenture's experience in process improvement, change management, marketing operations and digital strategy with Adobe's data, digital experience, asset management and orchestration capabilities.

With this support, FSI firms can design the right operating model and workflows across the content lifecycle and bring the end-to-end process from content planning and authoring to digital asset management and publishing onto one integrated platform.

## **The benefits of automation in action**

Prudential Financial has transformed its content supply chain to enhance efficiency and effectiveness. After discovering many requests for assets were simple and repeated across teams, it sought ways to automate this process and reduce manual work.

So, its creative team built branded templates, making them available so that any non-creatives across the organisation could produce on-brand content. Teams now have self-service access to social posts, email banners, flyers, and other assets that they can customise.

Prudential also wanted to ensure the creative briefs included detailed insights about the audience and project goals. By reconfiguring the briefing process and sharing information with all stakeholders, projects now move faster with better audience insights and collaboration across teams. Every project is then delivered through a central platform each team can access.

For Prudential Financial, improving its content supply chain has generated a significant return on investment. It has experienced an almost four-fold increase in customer engagement year-on-year and a 94%<sup>14</sup> net positive sentiment for media and social media mentions.

## **Healthier, wealthier, happier customers, served at the speed of life**

Adobe and Accenture's approach to transforming content supply chains often involves modernising legacy or ageing technology, embracing innovations such as cloud computing and AI, and mastering data to inform content performance.

FSI brands can track changing customer needs and gain the flexibility to deliver content via preferred channels and devices. With that foundation, personalising the experience at each stage of the journey can follow.

Adobe brings together integrated applications across its three clouds to achieve it. This includes combining asset and media creation workflows through Adobe Creative Cloud solutions, such as Photoshop, with business process enhancements through document modernisation. Data-driven content management and experience orchestration are introduced through Adobe's Experience Cloud.

A complete supply chain solution supports organisations from ideation to creation, collaboration and reviews, production, deployment, measurement and optimisation. Adobe's content supply chain approach is built on the five key pillars of workflow and planning, creation and production, asset management, delivery and activation, and insights and reporting.

This simplifies collaboration and improves efficiency throughout the entire process, so disparate teams, including in-house, remote, contract and freelance creative, can work together collaboratively and securely.

Together, these are vital capabilities in a world where FSI brands strive to efficiently modernise customers' experience and financial health. After all, advancing these goals relies on deep customer insight and relevant content delivered to customers in the moment.

Putting customers' financial wellbeing at the forefront of their experiences is a noble proposition and, for some, a departure from previous product-led strategies. Even so, personalised experiences are more likely to drive customer loyalty, increase brand trust, and place products and services in the right context. This is the outcome that an optimised content supply chain serves and is mutually beneficial to customers and FSI organisations.

To learn more about creating a seamless content supply chain, the benefits customers are realising, and how Adobe solutions and Accenture expertise can help your organisation

# Sources

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