4 ways to a dynamic transformation.

Discover the keys to transforming your digital offering and accelerating your speed to customer.

Table of Contents

Experience is everything.

When you consider digital transformation in your organisation, think first of your own experiences with brands. Go back say 15-20 years and a brand would communicate with you through TV, radio, print, direct mail, and a website, if they had one. Sometimes the creative work would be aligned and sometimes it wouldn't. Quite often, the different collateral would be generated by specialist agencies in their own siloed way.

Fast forward to today and there's any number of ways for brands to communicate with customers: delivering experiences through web, email and apps, using channels like mobile, tablets, IoTs and more. The expectation now is that people don't just want to go to a website or a mobile app – they want to have a conversation with a brand; they want to experience the brand.

What does that mean for a business like yours?

It means that the way you approach building and creating that customer experience, the way you meet their ever-increasing expectations, has to change in line with these demands.

Content is the great connector.

Experience is at the heart of any customer connection with a brand. If we break experience down into its two fundamental elements, there's data and there's content. In essence, data is how you listen to what your customers are telling you, content is how you pay back that what they've given you. Whilst data has a hugely significant role to play, in terms of the customer experience, content is what matters. Customers don't look at a website or mobile app and drool over the analytics or the platform technology. But they will be moved by a great experience.

Ask yourself, how relevant and engaging is your content right now? Does it truly and consistently connect with your customers?

Consistency at every touchpoint.

Consider that everything a brand shares with its customers – or any audience – is content. So it's the most important thing to get right. For customers to have a great experience, that experience needs to be unified in nature. There needs to be consistency across the channels. That's not limited to design or look and feel, but to the whole communication: the language needs to be consistent, the messaging needs to be consistent. And that is content management. Fundamentally, content management systems are there to assist the subject matter expert to publish a message that reaches the consumer in a consistent manner, regardless of the channel they're experiencing it on.

How consistent is your brand's content delivery? How easy is it for your teams to publish content?

Immediacy is the benchmark.

In recent years, two things have changed around consumer expectations, each driven by the rise and ubiquity of social media. One is speed: information has to be delivered fast. Not just in terms of promoting products or sales to consumers, but also in re-acting to news. For example, if a brand is in the news – for whatever reason – a response is expected in minutes. Not hours or days, but minutes. That's not just on platforms like Twitter and Facebook – the same level of information needs to be available on the company's website, too.

The other expectation is that the published content will just work. In other words, it has to load quickly and smoothly. There's a technical aspect to this too, because Google, for example, will penalise an experience if it's not loading fast, impacting discoverability. Ultimately, from a consumer perspective, immediacy is the benchmark. From a brand content management perspective, content should be just as easy to manage as it is on social media.

How fast is your content delivered?
How responsive is your business to news that affects it?

Not just content, content for me.

Lastly, from a scale perspective, it's no longer good enough for brands to have generic content. Today's consumers expect and demand personalised content. If I shop at a grocery store and buy certain products, I expect an email from the store to feature those products when they're on sale; not a generic sales email showing products I'm not interested in or have never purchased. The thinking is, "not just content, content for me".

Given these ever-changing customer expectations, the overriding questions for brands is, how can you rise to the challenge and meet these expectations? How can you deliver on this?
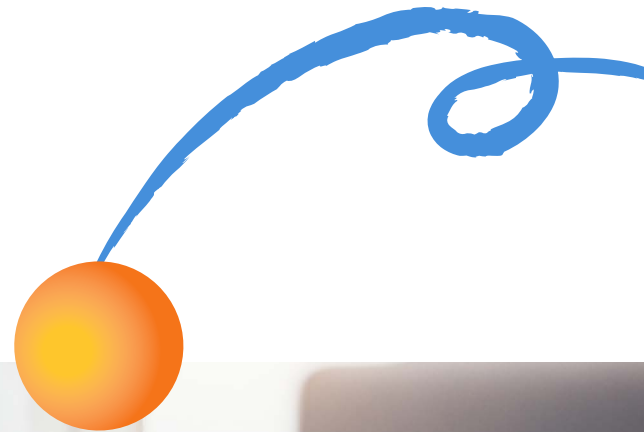
1/4: Omni-channel.

Deliver content consistently.

In order for brands to meet the challenges posed by today's consumers there are four key areas that need to be addressed. The first is omni-channel delivery of content.

Omni-channel is a much-used term for today's sales teams and marketers. It's important to note that omni-channel isn't just about delivering content to multiple channels; it's thinking about the systems and technologies that run the different experiences on those channels. Brands that run multiple parts of the customer journey across different Content Management Systems suffer from overheads on management and siloed technical skillsets that can't be shared, whilst risking fragmenting the experience.

Move beyond multiple CMS solutions.

The problem for many businesses is that across the company there are different teams, departments, and geographies independently solving their part of the customer journey using various CMS solutions. This means:

- Content is stuck in different silos, making it virtually impossible to deliver consistent, personalised omni-channel experiences at scale
- Duplicated and disparate CMS solutions are difficult to integrate, leading to inefficiencies
- Scaling to support more traffic, markets and use cases is compromised

Inevitably, these challenges have a negative impact on business, leading to:

- Poor engagement with, and adoption of, digital experiences
- Customer frustration and attrition
- Slow time to market and high total cost of ownership
- Lost revenue and high deployment costs

EXPERIENCE THIS

- Deliver consistent, personalised experiences across any channel or device.
- Reduce time to market with new customer experiences.
- Increase agility and efficiency with a unified approach to creating, managing and delivering digital assets.
- Scale experiences to support more traffic, geographies and use cases.

Get tech working for you, not against you.

Brands operating with multiple Content Management Systems are siloing the conversation with the customer because of technology. In other words, technology is getting in the way of delivering the customer experience and not facilitating that experience.

Brands must empower the subject matter expert to be as close to customers as possible, by creating their content, putting it in one place, letting it flow down to everyone who needs it and letting the technology transform it in the right way for each channel.

This is what Adobe Experience Manager does. And that gives brands five core advantages:

1. Certainty that content is being delivered consistently at every level

2. Consolidation into one CMS solution, usable company-wide

3. A relationship with one vendor rather than several disparate and incompatible ones

4. No need for several internal teams with different skill sets

5. Hugely increased efficiencies in time and considerable budget savings

Adobe Experience Manager is a tech-driven solution for omni-channel delivery, enabling brands to create personal experiences on any channel and reap greater value from digital assets.

2/4: Time to market.

Get to market faster.

## Get content live in minutes, not weeks.

For many organisations, content generation and approval can take weeks. It involves big planning spreadsheets, multiple stakeholders, high levels of approval, and many team members. Ask yourself: does your business work like this? Does your business still follow a process whereby the subject matter expert writes up the content, submits a change request, which then goes to a technical team to assess and implement, and another tech team to make the changes and get it live?

That's a lot of people and a lot time – and incredibly inefficient. Why not empower the subject matter expert, if they have the knowledge in their head and the requisite permissions, to talk directly to customers through the different channels? And that means subject matter experts beyond just content creators: they can be in marketing, sales, customer relations or any department that talks to customers on their journey with the brand. Whatever the role in the company, Adobe Experience Manager empowers the user to easily create content, make variations, make changes, and press the publish button. The content can be live within minutes across not just website, but mobile and chat board and voice and signage and everything else.

Talk to customers at any touch point.

As we've seen, consumers today love and expect immediacy. But getting to market faster isn't just about being reactive and "getting something out there". It's also about understanding when there's an opportunity to engage a customer in a particular part of their journey. For example, let's say a customer is in a mobile app and they're checking their account balance. That's an opportunity to have a conversation, viz. "Have you considered a savings account?", "You're conditionally approved for a Personal Loan". For content creators and managers, it's about shifting from a "now and then" mindset to an everyday optimisation approach.
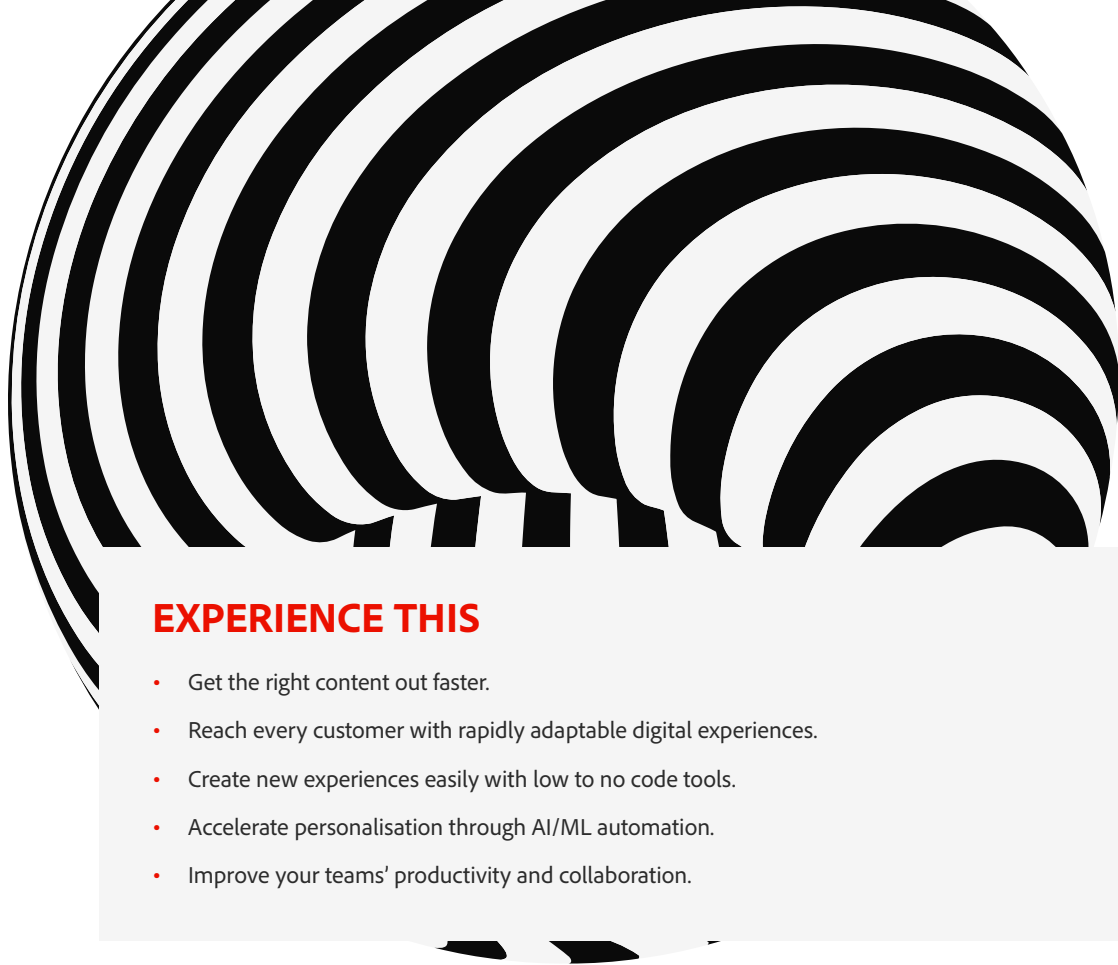
EXPERIENCE THIS

- Get the right content out faster.
- Reach every customer with rapidly adaptable digital experiences.
- Create new experiences easily with low to no code tools.
- Accelerate personalisation through AI/ML automation.
- Improve your teams' productivity and collaboration.

Free up time for teams.

Getting content to market faster isn't just about better efficiency and increased productivity. It creates other opportunities within organisations, too. For example, the team associated with "just" building the website can become more specialised, focusing on things like running an A/B test, adding new capabilities and optimising the customer experience, rather than just doing content changes. So not only does the company's time to market accelerate but the ability to create more content – and more personalised content – goes up dramatically.

Collaborate more.

By shifting content creation away from one centralised team, it becomes more distributed, with more people getting involved in the process. At the same time, that enables closer collaboration between teams. For example, it pulls the team that traditionally held the pulse of the customer – sales and customer service – much closer to the content team in the marketing department. Teams can chat constantly, developing content and publishing in real time – responding faster to get the message out there. Without having to go through all the traditional processes there's a tighter alignment from planning to execution, and greater collaboration.

Adobe Experience Manager facilitates the faster creation and publication of content for brands. With marketer and developer-friendly tools, it allows for customer communication at any touchpoint, whilst driving business efficiencies and team productivity.

3/4: Exceptional experiences.

Accelerate better experiences.

Use tech to speed up workflow.

As we've seen, using multiple CMS solutions company-wide has a detrimental effect on the delivery of consistent, personalised omni-channel experiences. Adobe's view is that CMS tech should streamline processes in order to accelerate better customer experiences. Fundamental to this is speeding up workflow processes. That's not just about making the interface less complex and easy to interact with – which it is – but actually speeding up processes using Artificial Intelligence (AI) and Machine Learning (ML). These features help drive the creation of personalised content at scale – because in order to deliver an individual experience on every screen, the content needs to adapt.

Go from manual to automatic.

For example, in the past, you would have to go into Photoshop and load up every single image and manually crop it to the right dimensions, save into the right file format and so on. Now, images and videos no longer have to be manually adapted in advance for every possible screen size. Dynamic media, Smart Crop and Smart Imaging do it automatically. Smart Crop not only automatically tracks the focal point to crop the asset, but also detects the bandwidth available, so the content displays instantly on every screen. Even copy can be automatically edited. This completely changes the way content is managed.
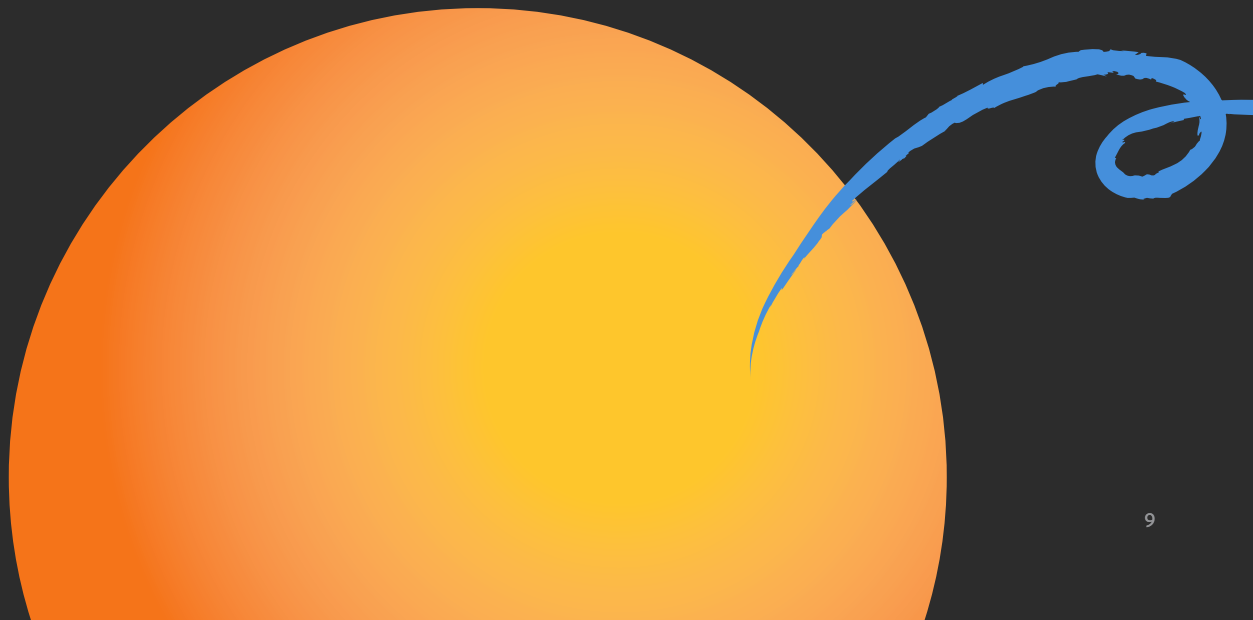
Metadata, mega fast.

Let's say your business is retail fashion. In order to create personalised experiences, products, backgrounds and models need to change. Adding metadata to every single combination would take forever. Adobe Experience Manager Assets has a feature called Smart Tags, which does this automatically. It can even be trained to recognise business specific tags, which also makes searching for the right asset simple.

Ultimately, automated functionality speeds up the way content is produced and published to accelerate better customer experiences.

Move to continuous delivery.

Whilst design teams and web developers and engineers are still a critical part of any online team, there needs to be a fundamental shift in how product delivery and content updates are approached. Now, with platforms like Adobe Experience Manager, there's no need for a costly freeze because developers need time to get all the content uploaded or want to move to a new version of the platform software. Adobe Experience Manager respects individual workflow needs, so that content authoring and tech/developers work in parallel, complementing each other rather than getting in each other's way. Ultimately, the goal is continuous delivery. It's a fundamental shift to be always on, always at scale. But it a shift that's absolutely possible.

EXPERIENCE THIS

- Use tech that streamlines and accelerates work processes.
- Save time with automated functionality for cropping, re-sizing and editing.
- Tag metadata automatically with Smart Tag.
- Move to an always on mentality and capability.
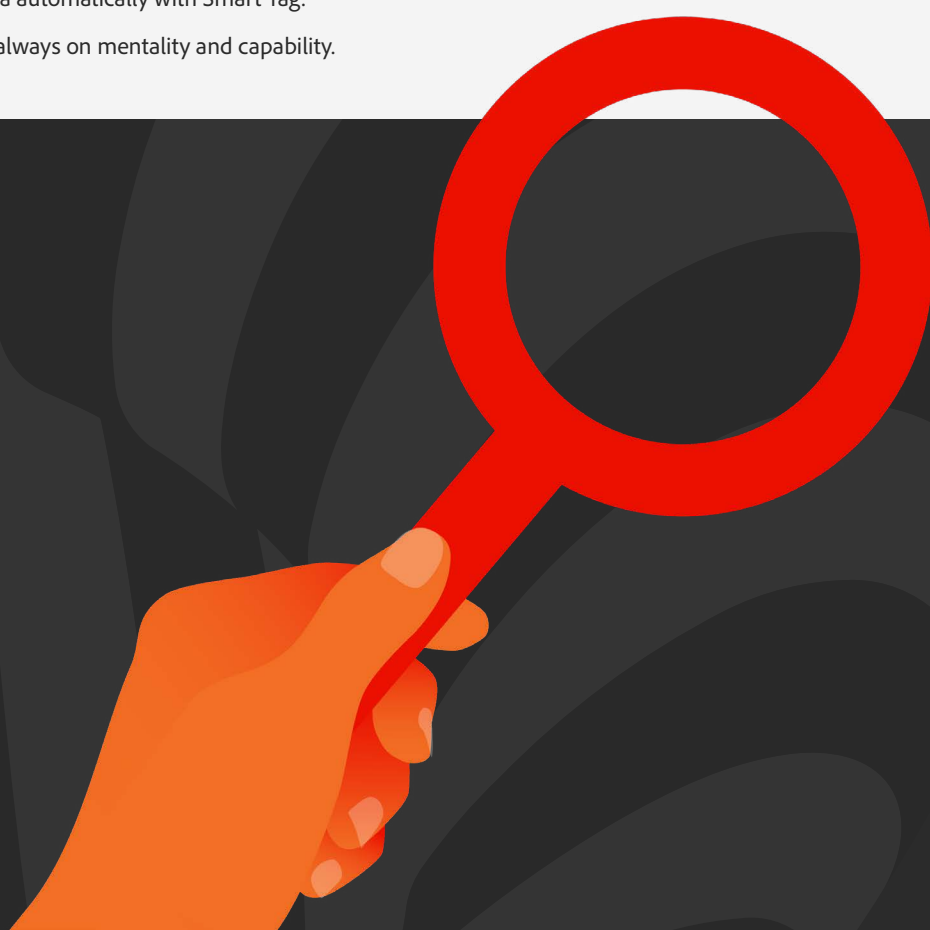
4/4: Cloud services.

Go truly cloud native.

Avoid long and costly upgrades.

Any business using software or applications knows the difficulties of ongoing maintenance and the cost associated with upgrades. There's the downtime involved – usually longer than planned – the content freezes, the thousands of dollars that need to be set aside for regression testing and hiring extra resources.

Then there's the issue of software versions. Invariably, businesses will be stuck with versions that are perhaps two or three years old, so they don't have on-going access to all the latest features. Even worse, companies with multiple locations may have many outdated and widely different versions across those locations.

Expect new features regularly.

With Adobe Experience Manager in cloud, businesses can take advantage of the technology as it arrives. As soon as new features are released, they're available for use whenever users log on. Adobe Experience Manager in cloud uses the agility of the cloud to deal with performance issues arising from limited scalability, whilst guaranteeing high service availability with features that auto-detect traffic and auto-scale to ensure high performance during unpredictable traffic peaks.

Minimise security threats.

A cyber breach and downtime is up there with a company's worst nightmare. Going cloud native helps to minimise security threats through Adobe's best-in-class security coverage, multiple recovery plans, regular proactive monitoring, and industry-recognised security certifications. All of which also helps businesses manage their brand reputation by being seen as a cyber-resilient organisation.

The future, covered.

Going cloud native gives businesses the reassurance of knowing that they're fully future ready. Leveraging the agility and scale of the cloud ensures accelerated time to market, guaranteed performance and greater security. And for those watching the bottom line, it can significantly improve ROI whilst lowering the total cost of ownership.

EXPERIENCE THIS

- Go cloud native and save time and resources on maintenance and upgrades.

- Get new features as they're available – across the whole business.

- Leverage the agility and scale of the cloud.

- Stay cyber-secure and enhance reliability.

- Improve ROI and reduce TCO.

Learn more

Adobe Experience Manager Sites

Adobe Experience Manager Assets

Request a demo