

Adobe

# CX for the C-Suite

Productivity gains for customer experience today  
that build profitable growth tomorrow.



Aligned



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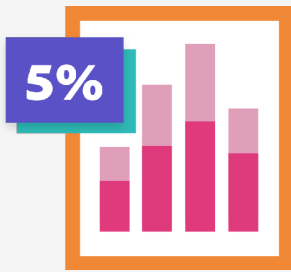
## How well do your immediate CX priorities map to your long-term strategy? Is your company stepping closer to – or further from – your customers?

New technologies, new customer habits and expectations are all fuelling a revolution in CX. Customer loyalty is down, across markets. Customers are switching brands, in search of value and values. Meanwhile personalisation at scale is setting higher expectations.

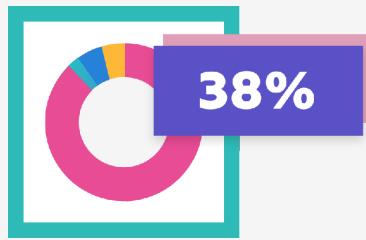
Customers notice how some brands seem to recognise them. How they make their propositions feel timely and relevant. Disruptors are setting new norms - everywhere. Gen Z expects nothing less.

So how will you retain existing customers and win profitable new ones?

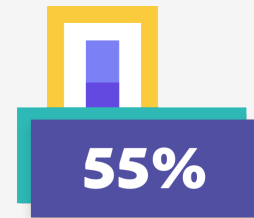




increase in customer retention = 25%+ increase in profit<sup>1</sup>



of CEOs will prioritise investing in CX this year<sup>2</sup>



of EMEA marketers are investing in personalisation (55%) and real-time data (50%)<sup>3</sup>

Every organisation is responding in a unique way to these changes. Some leading, some lagging. Most manage a patchwork of legacy processes, solutions and product silos. Some are finding ways to unify and streamline all this complexity, to deliver profitable growth.

The key: each investment in CX offers short-term business benefits. Not only for marketing, but across several departments.

Let's review these benefits, for each leader.

Unified Profile

Embedded AI

# The Chief Marketing Officer

You need brand-building experiences that convert your most profitable prospects, today. That's a timely, personalised experience for a known customer. It's a new campaign that's modelled, A/B tested and highly targeted. It's a journey that's personally orchestrated, in real-time.

70%

**of creative time is spent on everything but creative work<sup>4</sup>**

## Increased content velocity and activation

Faster content production speeds return on your commissioning costs. It also means content is better activated. Up to 25% of content is never activated, at all.<sup>5</sup> Cutting delay and waste in the Content Supply Chain reduces time in value, paying back in months<sup>6</sup> and reducing customer acquisition cost (CAC).

## Improved Customer Lifetime Value (CLV)

Returning customers trust your brand already. They spend 31% more than new customers, lifting average order value (AOV). They're 50% more likely to try your new products.<sup>7</sup> Those effects compound improvements in conversion rates.

## Increased return on ad spend (ROAS)

"50% of ad spend is wasted" as Luke Sullivan jokes, "we just don't know which 50%".<sup>8</sup> Personalised experiences, delivered in real-time, improve engagement and conversion. With timely, relevant experiences, ROI on marketing spend can be increased 5-8 times.<sup>9</sup> Better targeting means you can focus your paid media spend.

## Reporting and evidencing

Unified customer profiles equip you not only with better insights, but better reporting. A CDP that connects campaigns to commercial performance delivers compelling ROI stories for your next investment case.

"We have masses of incredible data. The question is how we can use it more efficiently to benefit our customers."

Rupinder Cheema, Customer Experience Director, Jaguar Land Rover

# The Chief Data Officer

You need efficient, agile, well-architected data systems that your analysts find rewarding to work with. You will significantly improve performance and capacity for innovation when lower-value data tasks are managed out.

## Improved data quality

Poor data quality can conceal the value in your customer data. Errors are laborious to fix. By investing in a unified data foundation and applying embedded intelligence you can stitch, analyse, tidy errors and flag anomalies, at pace. Report quality and velocity improves.

## Reduced developer overhead

With a unified, flexible data foundation, analytics and reporting becomes accessible to more colleagues. You no longer lose prime analyst capacity servicing the low value tasks that may currently consume up to 80% of their time. Innovation rates accelerate.

## Improved exploitation of Intellectual Property (IP)

On average 68% of the data you hold goes unused<sup>10</sup>. It's your unique IP and your least utilised asset. Improve access to capture the competitive advantage in your data. Equip non-specialists with intuitive tools to query and assemble reports, themselves.

Intelligence

49%

Research & insight is where  
49% of EMEA marketers  
expect GenAI to add most value

# The Chief Operations Officer

You need future-proof process and system enhancements that drive efficiency and boost productivity – in marketing operations, in customer services and your other labour-intensive processes.

## Reduced Cost to Serve (CTS)

When customers need the human touch, unified real-time profiles equip employees with augmented insight into the customers' goals, improving 'one and done' task completion rates.

## Improved agility

No need to pay all your technical debts off, this year! An experience platform with built-in connectors and open standards will extend the lifespan of many legacy systems.

## Reduce 'bad' demand

Track every customer's self-service journey to find where a CX build will save most cost in low-value contact. Instant feedback equips you to test and innovate smoother customer experiences, efficiently.



82%

of EMEA marketers  
have used GenAI  
at work<sup>11</sup>



Legacy

“It takes discipline, conviction, walking the talk. Employees need to see you take clear decisions in favour of the customer experience.”

Stephan Segbers, Chief Operating Officer, Essent (part of E.ON group)

# The Chief People Officer

Marketing and analytics talent is costly to recruit. But as demand for their capacity increases, as many as 80% of them report a degree of burn-out.<sup>12</sup> You need Employee Experiences (EX) to support your employer brand.

## Enhanced employee retention

CX productivity tools take the low-value admin tasks out. You give marketing, analyst and customer-facing employees a sense of efficacy, boosting productivity<sup>13</sup>, innovation and creativity.

## Reduced talent acquisition cost

Marketing and CX teams who deliver campaigns at the leading edge attract the most ambitious, innovative and skilful talents. Great tools inspire employees to take pride in their work and share their stories.

## Corporate responsibility

Particularly for younger hires and onboarded talent, marketing needs to participate in your organisation's social responsibility story. Systems that enable meaningful customer interactions, ethical governance of data and proactive support for vulnerable customers all support your ESG.

**40%**  
of EMEA organisations  
differentiate by  
upskilling their CX teams

Productivity

Ethical



# The Chief Financial/Risk Officer

You need robust, proactive responses to budget pressures, to build revenue and margin. You want to see evidence-based prioritisation of growth plans. At the same time, the business needs to mitigate data risks.

A graphic showing the percentage 75% in white text on an orange rectangular background. The orange background is partially overlaid by a blue rectangular shape on the left side.

**of brands report increased urgency to get prepared for industry changes due to cookie deprecation<sup>14</sup>**

## Improved time-to-value

Increased pace from data to insight to campaign activation means more efficient return on investment. The Content Supply Chain can yield productivity gains, and accelerated content velocity, yielding immediate and short term ROI.

- 285% 3-month workflow optimisation ROI (Workfront)<sup>15</sup>
- 366% 3-year asset management ROI (Experience Manager Assets)<sup>16</sup>

## Bringing value in-house

Contracted-out marketing services profit from efficiency gains in their tools. Equipping the CX team to bring that capability in-house not only builds IP and insight, internally, but captures the value in productivity enhancements.

A graphic showing the percentage 38% in white text on an orange rectangular background. The orange background is partially overlaid by a blue rectangular shape on the left side.

**more customers care about robust data governance than any other trust factor**

## Reduced 3rd party data risk

Investments in first party data are essential for risk reduction and continued growth. The higher quality the IP you build, and the more robust your evidence to demonstrate how it drives growth, the stronger it becomes as an investable, competitive differentiator.

## Improved data governance / compliance

Beyond robust security and maintenance,<sup>17</sup> the key to responsible data ownership is the Single View of the Customer (SVC). Under GDPR, your customer data assets become liabilities after a customer opts out. Achieving an SVC equips you to manage that risk.

# The Chief Executive Officer

You need the Board and investors to see the value of your organisation in the market. That demands true customer-centricity, baked into the whole organisation. It means responsibility, in all your CX practices. And it means a trusting, meaningful relationship with your customers that can deliver sustainable, profitable growth.

## Competitiveness

Experience-led organisations are more competitive. By getting closer to the customer, they win loyalty, upsell, resell and lifetime value. They do more with less, by testing and removing low value activity.

## Innovation

Align the organisation to the customer signal, real-time, with agility, to enable 'fast fail' experiments and innovation. Your CX capability helps you pioneer new revenue opportunities, and reinforce existing relationships. It's an AI story, a creativity story, and a customer story.

## Responsibility

Great CX principles and practices demonstrate responsibility and inspire trust. Your stakeholders see the company making responsible, transparent decisions, driven by putting the customers' interests first.



Real-time

"It's a process – we have to ensure everybody fully agrees that sustainable, profitable growth flows from strong and efficient CX."

**Marco Bragadin, Global Head of Retail Products and Digital, ING**

# An industrial revolution in CX

The world of customer experience is undergoing a revolution.

First movers are personalising at scale. They're innovating at pace. They're handling customer relationships in new ways, transparently and responsibly.

Efficiencies are opening up. Embedded AI is finding patterns in customer data and suggesting new audience segments. It's joining the dots, automating and adding intelligence across the customer journey. Customer experience is transforming.

These changes are altering the shape of the organisation, itself. To capture the value, C-suites are realigning their silos around the customer signal.

The benefits are here, today – stepping stones towards sustainable, profitable growth.

Embedded AI

Profitable

# Adobe can help.

Adobe Experience Platform makes real-time customer experiences possible. As the foundation for Adobe Experience Cloud products and services, Experience Platform is an open system that stitches together customer data from every interaction through every channel in real time. The result is true, comprehensive customer profiles that drive relevant experiences for every customer. And it gives you the ability to analyze the data that really matters for customer experience, to train Artificial Intelligence and Machine Learning models that put your customers first, and to connect all your customer experience technology to a single source of truth.

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