

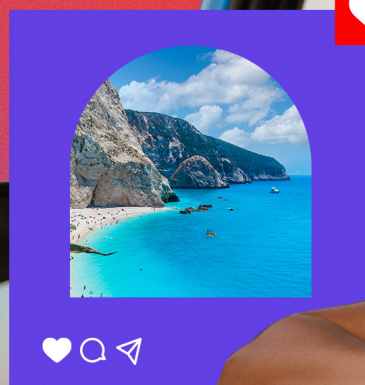
**Adobe**

# Creating game-changing customer experiences with Content Management and AI.

Personalised Ad

Customer Experience

73%



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# Introduction.

As the digital economy continues to grow, demand for content is accelerating. Effective digital content that is **personalised, relevant, and timely** is fuelling digital customer experiences. It determines how successful brands are at attracting new customers and deepening relationships with existing ones. Brands now need to **create, manage, and deliver** hundreds, if not thousands of different content points to engage with their customers.

**88%** of marketers surveyed by Adobe<sup>1</sup> stated that demand for content grew at least twofold during the last two years, with about two-thirds saying they expect content demand to grow by between 5 and 20 times over the next two years. Organisations that are **struggling with content velocity now, will need to significantly increase resources or streamline their content workflow** if they want to remain competitive.

So how are customer experience leaders responding to this challenge? Recent findings from Adobe's Future of Customer Experience (CX) research gave us unprecedented insight. We saw excitement for the business benefits that CX brings, with **98%** of marketers saying their organisation prioritises CX as a key driver of business growth. But with this comes trepidation around the creative, technological, and organisational hurdles that leaders face to achieve success.

**83%** of customers claim to decrease their spending with organisations that don't make CX accessible, so the pressure for CX teams and businesses to get this right has never been higher.

Highly strategic



Emma

Great job!

With customers demanding higher quality experiences at an increasingly faster pace, coupled with the complexity of multiple channels and formats, brands need to revolutionize the way they think about content. A content supply chain brings together people, tools, and workstreams to effectively plan, create, produce, deliver, and measure content.

Adobe's solution for running a simplified and efficient content supply chain is Adobe GenStudio. This end-to-end integrated offering gives creative and marketing teams the power of generative AI and the tools they need to plan, create, and activate on-brand content to deliver Personalised customer experiences at scale.

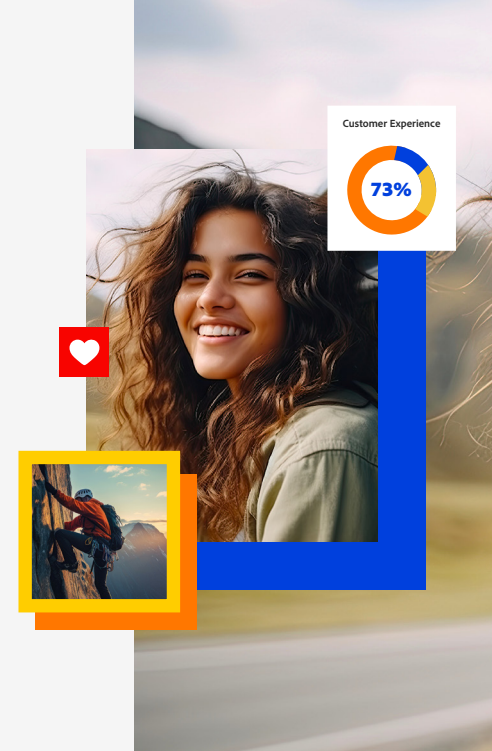
This informative and action focused paper examines what customers are seeking from their experiences and the solutions available to businesses to meet this challenge. Solutions like how to build a strong digital foundation and the importance of a robust but flexible **Content Management System (CMS)**. And, as **Artificial Intelligence (AI)** reshapes content marketing, we'll explore a range of possibilities through Adobe's brand new **Generative AI** that will redefine the content paradigm and amplify customer experiences like never before.

**"Customers' patience is quickly evaporating. Brands can no longer be complacent about average or fragmented customer experience... Customer experience is a key enabler of a sustainable business model. I cannot believe that a business without an above average customer experience can survive for a long time."**

Future of Customer Experience, Adobe, 2023



# What do customers really want from their experience?



According to PWC, **73%** of people point to customer experience as an important factor in their purchasing decisions. Yet only **49%** of U.S. customers say companies provide a good customer experience.

To achieve a good (or preferably great) customer experience, CX teams need a toolset that delivers content at scale and enhances customer experience by providing valuable, relevant, and personalised interactions across a wide variety of channels.

Achieving personalisation at scale through content will enable CX teams to accurately engage customers at every stage of their journey which in turn will build brand loyalty and trust, and drive business growth.

**"Today, **89%** of senior executives believe customers are constantly resetting their expectations to match their best omnichannel experiences. Customers judge their experiences against their last best experience."**

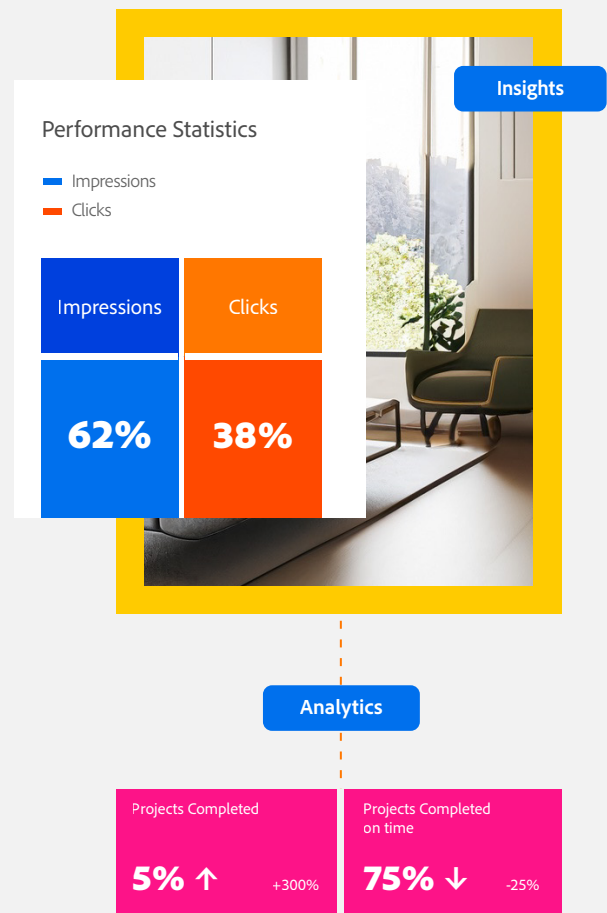
Adobe Digital Trends Report, 2023

Companies that are developing strategies and technology foundations based on transforming customer experiences are winning. Digitally based brands like Uber, Lyft, Airbnb, and Amazon have created new industries by providing breakthrough customer experiences. And the same rules apply for every other business. The single best customer experience sets a precedent for every forthcoming interaction — regardless of a company's scale or industry.

Great customer experiences require a comprehensive digital foundation. An integrated system that offers scalability, flexibility, and seamless delivery. For a digital foundation to perform at the highest level, it needs to be able to build customer experiences shaped by information from an ever-growing list of customer touchpoints.

**“CX leaders are being challenged to bring the human side of experience to life digitally.”**

The Future of Customer Experience, Adobe 2023

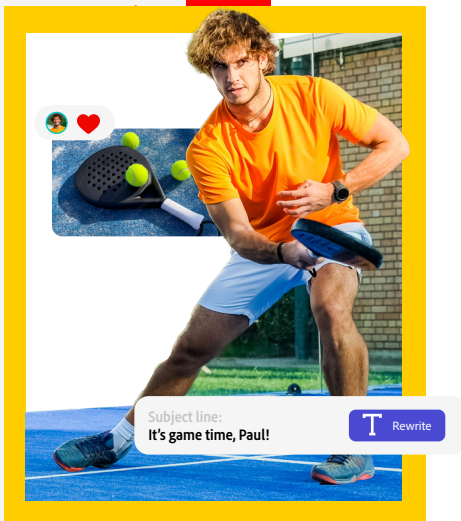


## Building a **strong** digital foundation.

To deliver high-quality customer experiences, businesses need a digital foundation of powerful core technologies. A digital foundation starts with a **Content Management System (CMS)**, analytics engine, and AI to form the “single source of truth” for organisations.

In order to build a strong digital foundation, you need to slow down a bit before you can speed up. It's easy to get excited about all the cutting-edge technology that can get your content to customers when they need it most. But the digital foundation is the first step to creating the timely, personal, and contextually relevant experiences you want to deliver.

Personalised Content



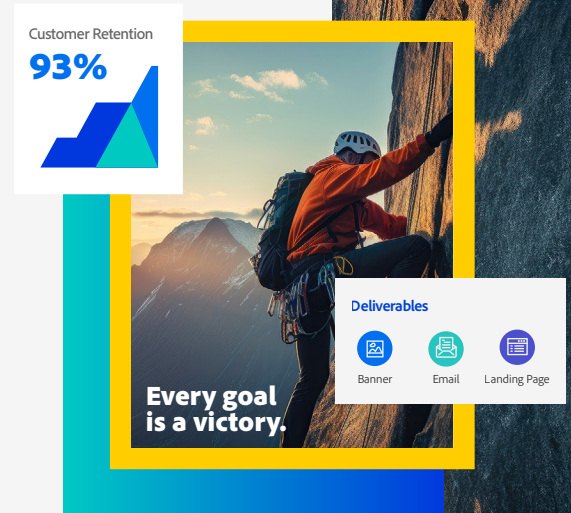
Building this involves first establishing the technological and strategic framework. Organisations need a foundation based on a new set of requirements that include the following:

- ✓ **Unified technology** — products that communicate and work together, uniting marketing teams to collaborate on and track customer interactions from start to finish.
- ✓ **Powerful personalisation** — breaking down barriers to make it easier to learn about audiences and interests, so you can engage them with relevant experiences across channels.
- ✓ **Cloud-based architecture** — a digital foundation that operates in the cloud, supports traditional and emerging channels, and speeds up deployment with pre-built connectors and frameworks.

Your **Content Management System (CMS)** is central to your digital foundation and the delivery of the requirements outlined here. It plays a crucial role in the content supply chain, serving as a centralised platform that supports end-to-end planning, creation, delivery, and analysis of content.



# CMS and the **Content** Supply Chain.



Your **Content Management System (CMS)** forms the backbone of all digital content strategies by optimising the content creation process to deliver the best possible experience for customers.



If your CMS isn't fit for purpose, your content certainly won't be. Your CMS partner should be constantly pushing the boundaries of what is possible from content management, to ensure your investment is effective now, and future-proofed later.

At Adobe, we continually drive next-generation features that bring speed and ease to content development. **Adobe Experience Manager Sites (AEM Sites)** is an application that supports organisations to **create, manage, and deliver content across every digital touchpoint**, wrapped up into one CMS platform. Within AEM Sites we push boundaries with what is possible on a daily basis. Using AI powered insights and tools to help brands deliver new content, on any platform, directly to the target audience. On time and on point.



# How CMS enables the **Content Supply Chain**.

As the backbone of your digital foundation, CMS plays a crucial role in the content supply chain by supporting each stage of the content workflow.

## ✓ **Content creation**

CMS provides content creators and teams with a user-friendly interface to create, edit, and collaborate on content. It allows multiple stakeholders to work together on the same piece of content simultaneously.

## ✓ **Analytics and performance tracking**

Built-in analytics and reporting tools provide valuable insights into content performance and audience engagement. Content creators and stakeholders can utilise this data to support strategic decision making.

## ✓ **Editing and review**

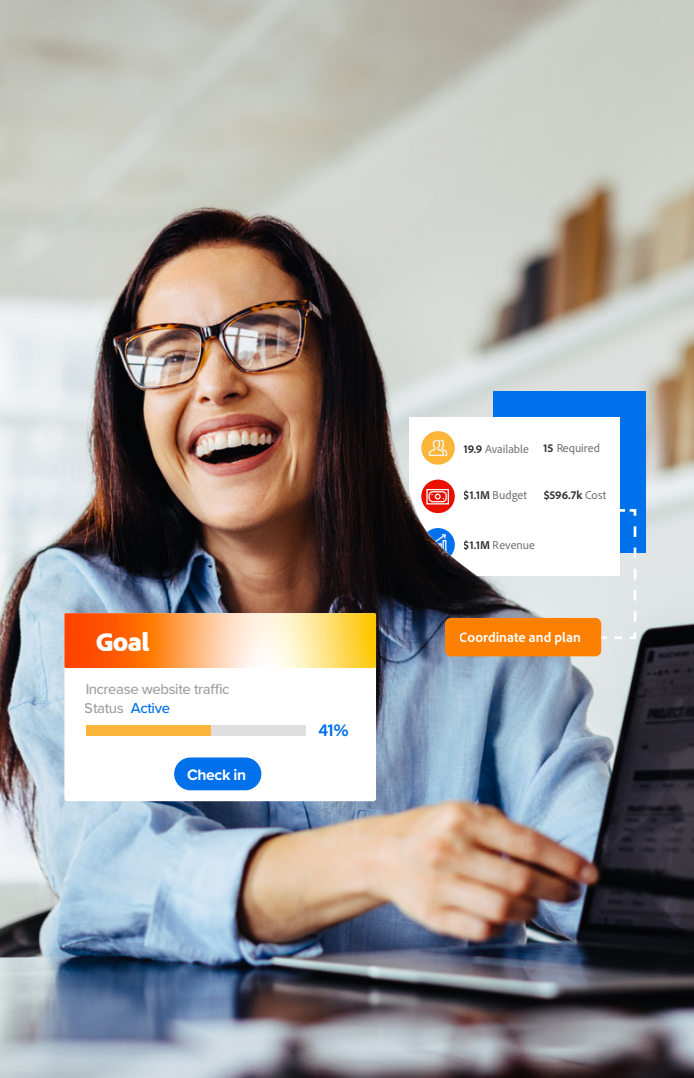
CMS maintains a history of content revisions, allowing users to track changes and revert to previous versions if needed. Reviewers can leave comments and feedback directly within the CMS, facilitating communication and iterative improvements.

## ✓ **Archiving and Content Lifecycle Management**

CMS provides options to archive outdated content, maintaining a clean and relevant content library whilst organisations can audit and manage content to ensure compliance with regulatory requirements and internal policies.

## ✓ **Approval and publishing**

CMS includes approval processes. Content may require multiple levels of approval before being published. Users can schedule content publication in advance and content can be published across a wide variety of social and digital platforms.



## CMS is the **future** of your content delivery.

Beyond the day to day, a powerful CMS will also help future proof your business and your content. With headless CMS, there are no boundaries to the number of digital experiences you can create with your content and the channels you can reach. As new technologies emerge, headless enables you to create hyper relevant digital experiences on any platform you choose, at speed and scale.

Generative AI is an increasingly important tool as we develop and refine CMS and its impact on the content supply chain. Artificial intelligence frees us up to create, explore, and push boundaries like never before, without compromising human imagination and authenticity.

# 400%

**"Time to develop and launch content is now 400% faster."**

Asprey

# 500%

**"500% Faster time to market and 17% increase in conversion."**

Dixon's Carphone

# 20'

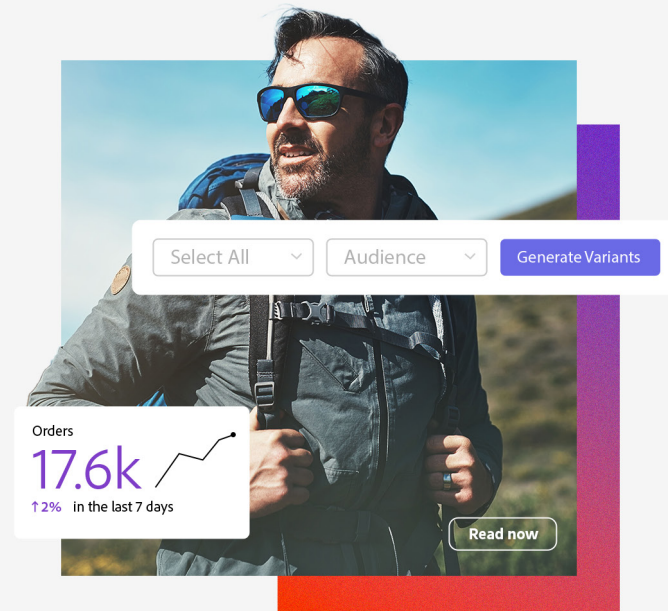
**"20 minutes for website changes, reduced from 1 week."**

Silicon Labs

**"Adobe's content supply chain solution helps everyone involved in creating and activating content stay connected and work faster."**

Ephraim Gerard Cruz,  
Director of Operations and Software Initiatives  
Lead, Xfinity Creative

# The future of **content** **management.**



Artificial intelligence is already **shaping the future of content management** and transforming the way customers interact with digital content.

As valuable and high impact a one-off moment can be, the real power of timely, personal customer experiences comes with scale. When every customer is receiving personalised content, **on the right device at the right moment**, that's when you're operating at the full potential of today's customer experience technology. However, language, location, culture, and other demographics are just scratching the surface when it comes to ways content needs to change and personalise at scale.

By combining with artificial intelligence, the tools in your digital foundation can help determine when and how to present the right experience to every customer on your list. For customers, the result is

a series of experiences that feel like they were handcrafted just for them, adapted to whatever context they are in. For businesses, this means making powerful connections with your full customer set that just keep getting better.

However, the reality of delivering these experiences is not straightforward. Managing the ever-increasing demand for content without matching that demand with increased budgets is a major hurdle for marketing and CX teams. **Generative AI is a perfect co-pilot for organisations** needing to address unprecedented content demands that can be scaled without the need for additional operational or financial resources.



With **Adobe Sensei GenAI** — our new AI technology — businesses will be able to make powerful connections with customers that just keep getting better and better.

Adobe Sensei GenAI for **Experience Manager Sites (AEM)** provides tools for copywriting, re-writing, summarisation, and elaboration, and tone of voice changes all within the editing interface. With Sensei GenAI, you can autonomously create content that is:

- ✓ **Brand aware** — Create content that incorporates brand tone of voice, style guidelines, and other specific requirements.
- ✓ **Personalised by audience** — Leverage granular content performance insights to personalize for any persona across all channels.
- ✓ **Region specific** — Go beyond translation and adapt your content based on regional preferences and behavior patterns.
- ✓ **Continually optimised** — Run experiments to determine which variations perform best and use insights to improve future AI-generated content.

There is currently no sustainable manual method to deliver impactful, helpful, and relevant customer interactions. As a result, IDC estimates **25%** of global brands will be using AI and human translation to localise and personalise experiences based on a customer's context by as early as 2024.

## CASE STUDY

# Content Supply Chain in **action** with Asprey.

The challenge: Simplifying content development and management

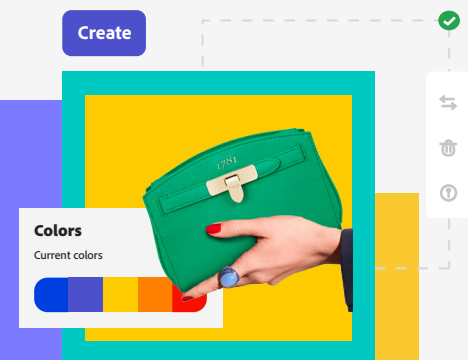
The content supply chain enables Asprey to elevate 500 products with beautiful imagery and information on their provenance, construction, and quality. Asprey creates Content Fragments for core information, such as descriptions of the gemstones, woods, leathers, and precious metals, which can be reused where relevant across its entire catalogue. As a result, the team can now develop and launch web pages **400%** faster than before and are updating as many as 50 product pages per week with ease.

"Content Fragments don't just simplify content creation, they make updates easier, too. When a

logo we use changed from a registered mark to a trademark, we updated a single Content Fragment, and it replicated across the site. Previously that would have taken hours to manage" said Aidan Connor, Asprey's Chief Technology Officer, and continued "We moved to the headless architecture of AEM Sites with Adobe commerce on the back end, for a true content and commerce experience. The real benefit there was that we could easily control the narrative of each product and deliver an omnichannel experience."

**"Content velocity is one of the primary benefits of the content supply chain. We've gone from days to hours in terms of content deployment, and then hours to minutes with the next gen composability. Without that level of technology this would have been impossible."**

Aidan Connor,  
Chief Technology Officer, Asprey



## **Adobe can help.**

AEM Sites is Adobe's comprehensive content management solution. Manage documents, images, videos, PDFs, online forms, and more. Built on Adobe Cloud technology, AEM Sites helps you easily access and use assets from anywhere to support your digital experience without the complexity of networking protocols.

**Plan, create, personalise and publish unforgettable  
content for every customer — at the speed of now.**

[Learn more](#)



# Sources.

- 1 Adobe, Demand for Content Shows No Signs of Slowing, 2023



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