Orchestrating Customer Journeys in Telco Media and Entertainment.

Digital marketers have been talking about the promise of customer journeys for years. The vision of great customer experience has never been closer than now. Customer expectations are higher than ever and for most companies competing on customer experience has become the strategic imperative.

We're in an era of high customer churn and competitive pressure. Telco, Media and Entertainment (TME) companies are adjusting to this reality. They're taking a new approach to engagement and retention and competing on customer experiences. Viewers, fans and subscribers expect TME companies to provide the high-quality, digitally driven experiences and self-service options they are now familiar with from other industries across all channels, at all times.

To retain audience share, TME brands need to redouble their data efforts and build unified, deep audience data sets that can be quickly accessed and activated to support real-time personalisation at scale. In the fierce competition for viewers, fans and subscribers, brands that deliver truly personalised and frictionless customer experiences will come out on top.

Investing in CX (Customer Experience) management helps you as a Digital Marketer to unlock new opportunities, while creating competitive differentiation. Using analytics across the entire customer journey can help you deliver truly exceptional experiences on any channel. And that means you can make a truly significant contribution to your organisation's overall objectives and strategy.

44%

44% of media and entertainment leaders and practitioners consider developing new or revising existing direct-to-consumer and/or commerce revenue streams as among their top three areas of focus for their digital initiatives in 2022.
SOURCE: 2022 Digital Trends: Media, Entertainment & Telecoms Industry in Focus, Adobe
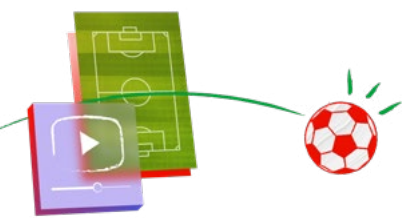
Why Customer Journeys Matter to Consumers.

Customers are digital, unpredictable and easy to lose. At least 32% of customers stop doing business with a brand they love after only one bad experience (PwC). That's how easy it is for a brand to slip when it comes to delighting the consumer. Consumers have broad criteria for evaluating customer experience (CX) and choosing relationships. 77% of customers, especially Gen Z, are choosing businesses that share their values (Havas). They want your company to care about the environmental impact

The top reason customers switch brands is because they feel unappreciated.

SOURCE: Vonage Global Customer Engagement 2020 Report

of making, delivering, using and discarding products. They want your company's support for communities they care about.

Why Customer Journeys Matter to Businesses.

The future of your company depends on great customer journeys. As a marketer, you want to make those journeys as frictionless and enjoyable as possible. Unified customer profiles based on real-time data combined with orchestration and execution across delivery channels underpin these great customer journeys.

Improving data ingestion and governance company-wide makes it possible to unlock insights that can be activated in real-time and leveraged (with automation support) to personalise key components of the journey and orchestrate these across channels and devices.

More than ever, viewers, fans and subscribers expect to see only the content they are genuinely interested in, at a time that's convenient for them. The same applies to new service offerings, updates or special deals.

Their experience across channels, platforms and journey stages has to be relevant, consistent and any generic information won't just be ignored – it will be seen as annoying. However, because audience data and legacy tech tends is often split across systems, channels, partners and brands, it becomes difficult to understand and anticipate customer needs. When a 360° view of prospects and subscribers is lacking, it becomes difficult to serve consistent, targeted immersive (self-service) experiences and automated, personalised journeys.

A holistic, real-time view of the consumer based on centralised and enriched audience data and standardised enterprise-wide processes drive engagement, authentication, subscriptions via personalised campaigns. Faster workflows, approvals & collaboration using unified tools, AI and automation can support this significantly.
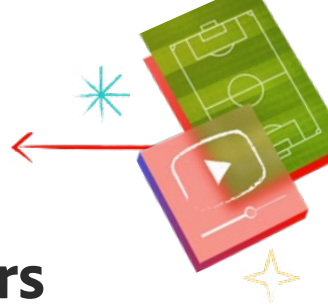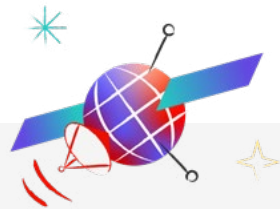
Know Your Customers and Engage Them 'Now'.

How can we define the best TME customer journeys? In an ideal customer journey, the customer gets, exactly what they need and want, at the right moment, on the right device and channel, with no obstacles. As a marketer, it's your job to remove any obstacles along this journey, while facing your own obstacles on the way. Provide a positive customer journey, and viewers, fans and subscribers will reward you by committing and entering into a long-term relationship. But how do you recognise and understand such a disparate audience, with its countless, ever-changing preferences, interests and needs? A unified customer profile pulls together all useful customer information – behavioural, transactional, financial and operational – from across systems. Fusing data gives you engageable insights and helps you listen effectively.

You can drive more responsive, personalised customer journeys and design better segments for your campaigns. With the advent of real-time capabilities, you can interact in the customer's timeframe, responding immediately to the signals coming from customer behaviours. A unified real-time customer profile is fundamental and essential to journey-wide customer engagement. Without insights and real-time data, companies fall back on simplistic segments and history.

Data sources are built into every tool used by marketers and customer-facing organisations – there's no shortage of data. But the point is to have a 'single source of truth', instead of disparate data sources. This is a particular challenge for TME businesses, many of which grapple with legacy tech and data siloes. Enriched data, privacy-centric data governance, streamlined collaboration and workflows across businesses will be essential to avoiding generic outreach, developing and sharing best practices and building and keeping loyalty.

Personalised digital experiences are now key within TME – and data is central to achieving this. While a strong command of first-party data is essential, second-party data sharing is the future of deepening the understanding of the customer.

**Successful customer engagement: three things to note:**

1. Know your customers and engage them in their timeframe, supported by real-time customer insights & engagement.

2. Keep messages & offers consistent throughout the journey, using modern omnichannel orchestration & execution.

3. Automate decisions with AI, artfully using billions of data points created every second to achieve in-the-moment personalisation at scale.

# Harmonise Marketing Actions and Individual Engageable Moments.

You need to strike a balance between 'marketing to' and 'having a conversation with' viewers, subscribers and fans. Harmonising these efforts has been challenging – if not impossible – in the past. If a centralised cross-channel profile is the engine to power customer journey management, a unified application that sits on top of it is the cockpit where the action takes place. Imagine an application that facilitates cross-journey workflows and at the same time connects customer insights and impacts every step of the way. Practitioners want intuitive journey and message design tools that can easily access brand assets and content – as well as clear goal-setting, analytics and reporting – in a single canvas. Less heavy lifting, more productivity. The lack of streamlined workflows connecting interactions across the customer lifecycle – from marketing through operational notifications – has hobbled marketer productivity and effectiveness since the advent of digital marketing. However, with the right investments, these challenges can today be overcome.

10%

Y-O-Y growth

10%

Increase in average order value

25%
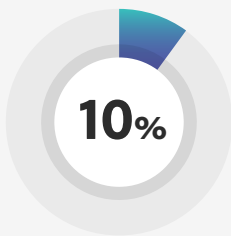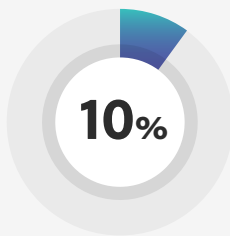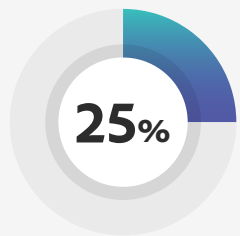
Increase in close rates

Companies with the strongest omni-channel customer engagement strategies enjoy a 10% Y-O-Y growth, a 10% increase in average order value and a 25% increase in close rates

Source: Adobe AEC Impact

Automate Decisions to Achieve Personalisation at Scale.

If you want your customer journeys to be brilliantly nimble you have to support the million different steps customers might take and the trillions of ways they might take them. In today's environment, billions of customer records and events occur daily, reflecting billions of decisions. This is not work for humans. You need automation for modelling, predicting and decision making, handling tens of millions of messages per minute.

An intelligent, automated decision engine can analyse customer context and choose the next best action for a customer, in a manner that supports your business goals. You need AI to create and use models strategically to find the best results. You need reliable predictions on customer engagement, optimal times for messaging and proven content. With this intelligence, you can achieve a level of personalisation that spans the journey across time and channels, a journey that is personalised to the customer's 'now'.

If they had positive experiences throughout the customer journey, 65% of respondents say they would become long-term customers of a brand

Source: Forbes / Arm Treasure Data.

83 percent of executives face moderate to severe revenue and market share risks due to unimproved CX

Source: Forbes / Arm Treasure Data.
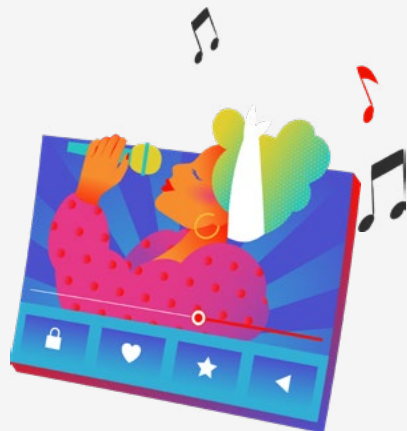
A closer look at the Telco industry.

As Telecoms' profitability has fallen over the past decade, businesses need to ensure subscriber expectations aren't just met, but exceeded. Providing tailored information that addresses specific subscriber questions via today's popular platforms, for example. As subscriber needs constantly shift due to the high speed of technological change, and with new suppliers disrupting traditional business models, competition is tougher. Subscribers want to be 'in the driver's seat' at all times and it's up to telco brands to enable that with relevant options and updates based on real, current needs. A customer-centric approach based on a complete

> "
> The new web application provides our agents clearer insights into what customers want and helps them to focus directly on a customer's most pressing needs. This creates much better experiences for customers and reinforces that we are here to help and are committed to their success.
>
> **British Telecom**

understanding of expectations for all touchpoints will bring is the best telco customer experiences. Based on previous interactions, each subscriber should receive personalised information through text, social media, chat, email, phone with the underlying continuing to improve its performance over time based on these interactions. As customers interact more with content from British multinational telecommunications firm BT, the company learns more about exactly what they want and their preferred devices for accessing information. In turn, the company can further refine communications and personalise experiences to reach customers in the best ways possible.

Rather than competing strictly on price, Swisscom AG – Switzerland's leading telecommunications company – strives to stand out through its unique quality and superior service with seamless online and off-line experiences. This approach is helping the company compete with disruptive new entrants in a highly competitive market, providing personalised campaign messaging and localised experiences for clients anywhere. "We can add personalisation (…) and get better results by identifying customer behaviour patterns without any prior analysis," said Swisscom's Senior Digital Strategist.
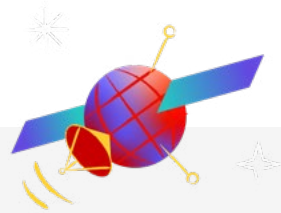
- The telecoms industry has the third-highest potential to increase revenue by improving customer experience.

  SOURCE: Forrester's CX Index

- 82% of telecom consumers would consider alternatives if they experience a poor customer journey. 27% of them would abandon the purchasing process entirely.

  SOURCE: US Telecom Report

A closer look at the TV & Video industries.

Faced with an explosion in quality content, more (niche) channels to subscribe to, intensifying competition, low switching costs and technological innovation, viewers and readers are more selective in their media platform choices than ever before. Media and entertainment brands are competing in a fiercely contested arena for new attention spans, while trying to hold on to existing subscribers. The platform acquisition that we've seen over the past six years is slowing down, creating a new battle for retention.

Viewers expect more from their OTT platforms, but are also willing to pay more for personalised content. Providing targeted personalised requires media & entertainment organisations to know every subscriber and match their interests to content. Because there are more media and entertainment choices than ever, your brand needs to double down on engagement initiatives, which is only possible through needs-based real-time personalisation at scale. Real-time is essential – it is your conduit to the customer's 'now'. For example, a media site texting breaking news about a striker to all fans of a certain football team can capture customer traffic from customers who want to know more. Or the instant an online customer takes up an offer, they can be removed from a text blast that makes a conflicting offer.

Sky UK serves millions of customers through telephone, broadband Internet, cable television and mobile services. Automated Personalisation analyses Sky UK's tremendous volume of customer information in real-time to discover the recommendations, services and experiences that can scale to best resonate with each customer. With Adobe Sensei, Sky UK is drawing a direct line from customer intelligence to personalised experiences that are valuable and relevant.

84%
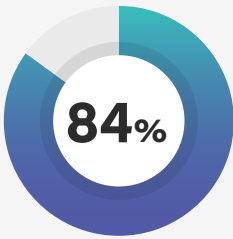
84% of people said they were spending more time with online entertainment at home and less time on inperson entertainment outside the home.

SOURCE: Deloitte, Streaming video on demand, social media and gaming trends: Digital media trends, 15th edition – Autumn pulse survey, 2021

69%
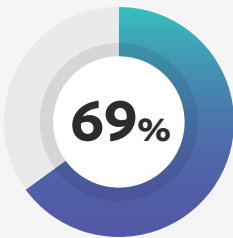
69% of consumers plan to increase or maintain the same levels of video streaming over the next 12 months, while 71% plan to increase or maintain the same levels of social media usage.

SOURCE: YouGov, Global Media Outlook Report, 2022

A closer look at the publishing industry.

Disruption in news and book publishing in the form of digital (niche) publishing, aggregation sites, infotainment, social media and other new industries have shaken publishing up considerably. With print still in decline, many publishing and media firms are turning to digital-first journeys as their engine of future growth. Younger readers tend to consume media exclusively via fast-changing digital platforms, so a key challenge is appealing to a younger demographic. What's more, further segmentation is rapidly taking place. A 360-degree view of customers is required to directly connect with ever-more diversified and highly specific media interests, across multiple platforms.

Telegraph Media Group is a mainstay of publishing with more than 100 million readers a month. The 160-year-old paper still offers a printed edition but is also embracing digital channels to tell stories in new ways to reach wider audiences. "Audiences expect news stories tailored to their interests and delivered on the devices they like best," stated Telegraph Media Group. "With Adobe Experience Cloud, we're pushing the boundaries on storytelling to bring audiences news delivered however and wherever they want."

The global books market was valued at €11.9 bn in 2020 and is expected to expand at a compound annual growth rate (CAGR) of 2.4% up to 2028. Technological innovations are attracting consumers.

Source: Grandview Research

Global digital publishing is expected to grow from £40.48 billion in 2020 to £44.46 billion in 2021 at a compound annual growth rate (CAGR) of 9.9%.

Source: ResearchAndMarkets

A closer look at the events industry.

The event industry, worth £1.18 trillion worldwide, is still suffering the after-effects of recent years and won't be fully back to normal for at least a year. Furthermore, virtual and hybrid events are here to stay.

From exhibitions to tours, attendance will remain lower than before. Visitors, from music and sports fans to business communities, will need to be coaxed with highly specific offerings, hyper-personalised offers, experiences and messaging. However, complicated governance and privacy compliance combined with the disappearance of cookies are making it harder to reach fans of specific sports teams, events, musical genres and so on. As many different parties and partners are involved, it's becoming difficult to deliver connected experiences across touchpoints.

The global events industry was valued at €1 trn in 2019 and expected to reach €1.5 trn by 2028. By March 2020, however, the global events industry had already lost €14.4 bn.

SOURCE: Allied Market Research / UFI, Global Association of the Exhibition Industry.

73% of event planners successfully transitioned their events to digital platforms in 2021.

SOURCE: Events MB

The virtual events industry is expected to grow to £317 billion by 2027.

SOURCE: Eventtus

Summary

Research shows that investing in digital experiences leads to tangible financial outcomes, such as higher customer lifetime value. For Telecoms, Media and Entertainment firms specifically, the same holds true: Kearney research has shown that telcos that have thoroughly embraced digital technologies have margins that are on average 10% higher than their more technology-averse peers.

However, workflow, legacy tech and a lack of digital skills are the top three barriers to great digital experiences. This is especially the case for TME businesses, where many businesses are constrained by legacy tech, data siloes and departmental rivalries. Telcos in particular often face the constraints that historic, state-owned businesses have inherited, making it difficult to develop the customer journeys that customers and consumers now expect. Businesses that fail to deliver customer journeys that are optimised across all channels, and all touchpoints, will fall behind.

Telco, Media and Entertainment customers have come to expect on-demand services and entertainment, as well as immediate delivery. Unsurprisingly, they also expect their interactions to be easy, instant, seamless and optimised. Organisations need to ensure they are closely tuned into evolving customer needs and using data and insights to act quickly to seize opportunities.

If you can activate the right insights, meeting customers where they are, across the online and offline journey, with personalised experiences, they'll be with you for a lifetime.

Adobe can help.

Adobe Journey Optimizer is a single application designed to meet the end-to-end scale, speed and flexibility required to support the timely delivery of customer-first experiences in a modern omnichannel world. Journey Optimizer connects the customer journey across channels by using integrated live profile data from all sources across customer touchpoints. It also applies AI-driven intelligence and predictive insights throughout the customer journey to automate next-best-action decisions that deliver real-time, one-to-one experiences. For optimal results or to maximise personalisation capabilities, Adobe Journey Optimizer can be used as a stand-alone application or integrated with other Adobe solutions such as Adobe Campaign and Adobe Marketo.

Learn more

Visit our Telecommunications and Media & Entertainment pages to find out more.

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