Adobe

# EXPERIENCE MAKERS LIVE

# Build a Customer Experience Management Foundation

Phil Wisniewski, Monica Turrecha & Chris Thomas

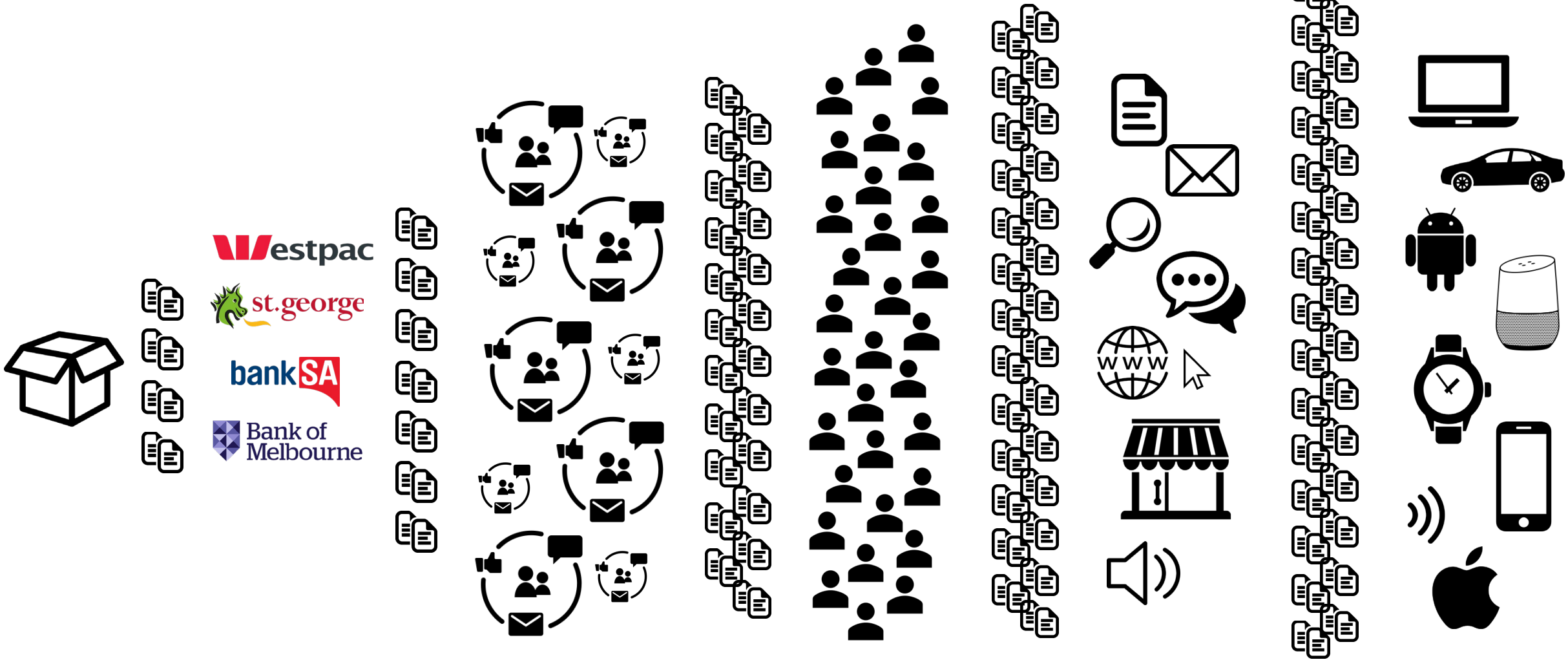
# Today

- Help in the moments that matter
- Business and Customer problems
- Transforming our personalisation approach
- Outcomes
- The future

# Help in the moment that matters

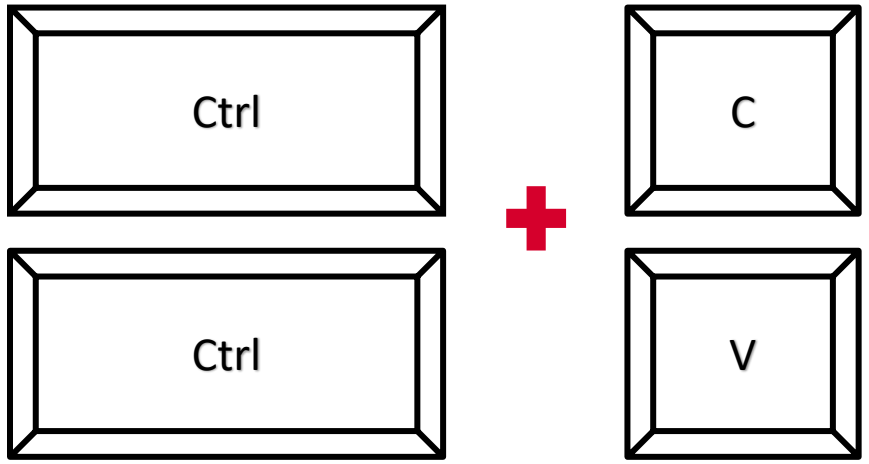
Driven to be "*one of the world's greatest service companies*"

# Foundations




Products & services | Brands | Campaigns | Personal-isation | Channels | Devices

# What impact does this have?




**RISKY** **SCALE** **COSTLY**

# Our Customers

# Our People

# So what did we do…?

# INTELLIGENT CONTENT

LEGO
CREATOR
12+
10245
Santa's Workshop
883 pcs/
Stck/pzs/db
EXPERT
LEGO
LEGO

1
Modular

**2**
**Structured**

**3**

**Format-free**

# 4

## Self-describing

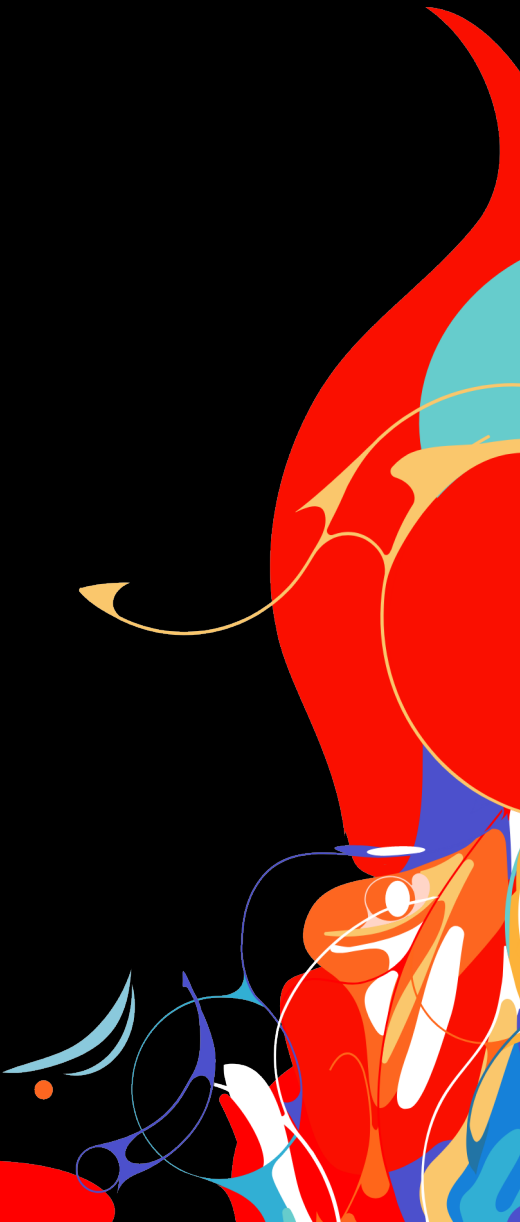
**Adapt to context, both in form and in function**

**Repurpose content & distribute to ANY output**

**Deliver contextual experiences at SCALE**

**Adapt to future channels with ease**

# OK, NOW HOW?



It starts with CONTENT...

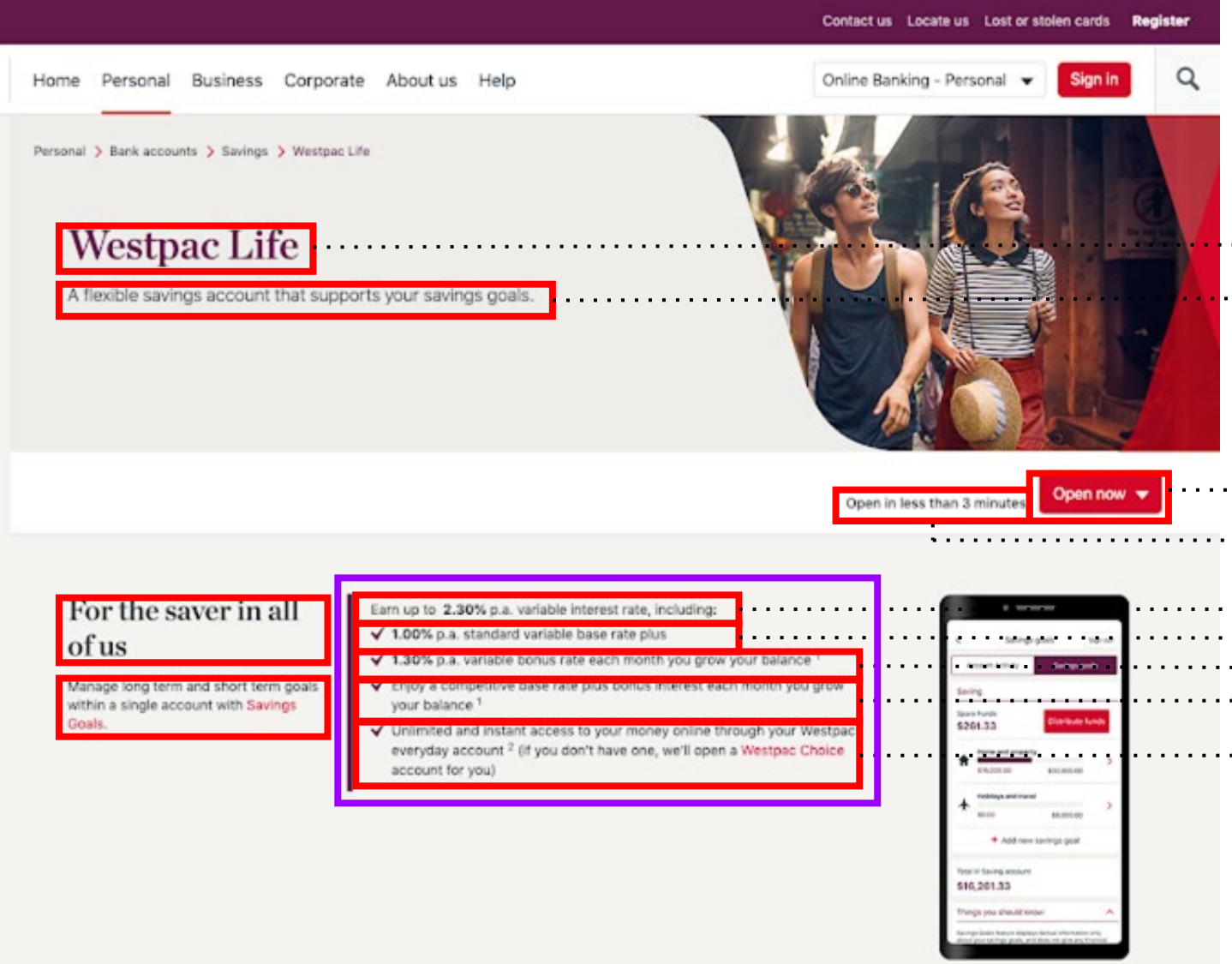
...and PEOPLE

Technology can’t do its magic until
STRUCTURE
has been put in place.

# (Re-)engineering our content

Making it…

1. Modular
2. Structured
3. Format-free
4. Self-describing




Brand = Westpac
Product = Life Account
Portfolio = Savings
Type = Consumer Product

Folder

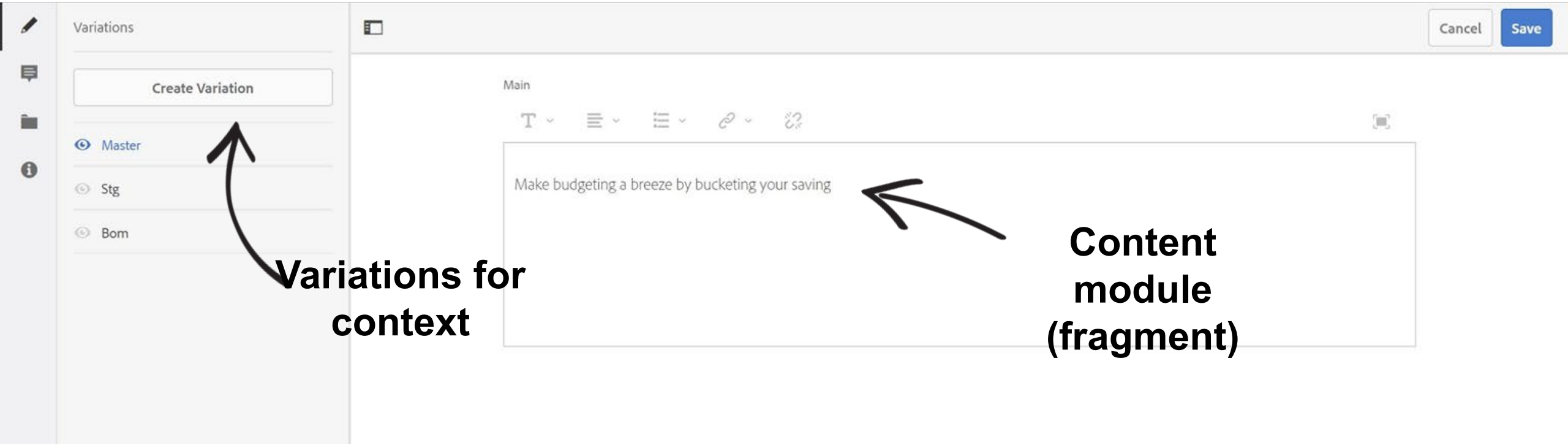
Heading

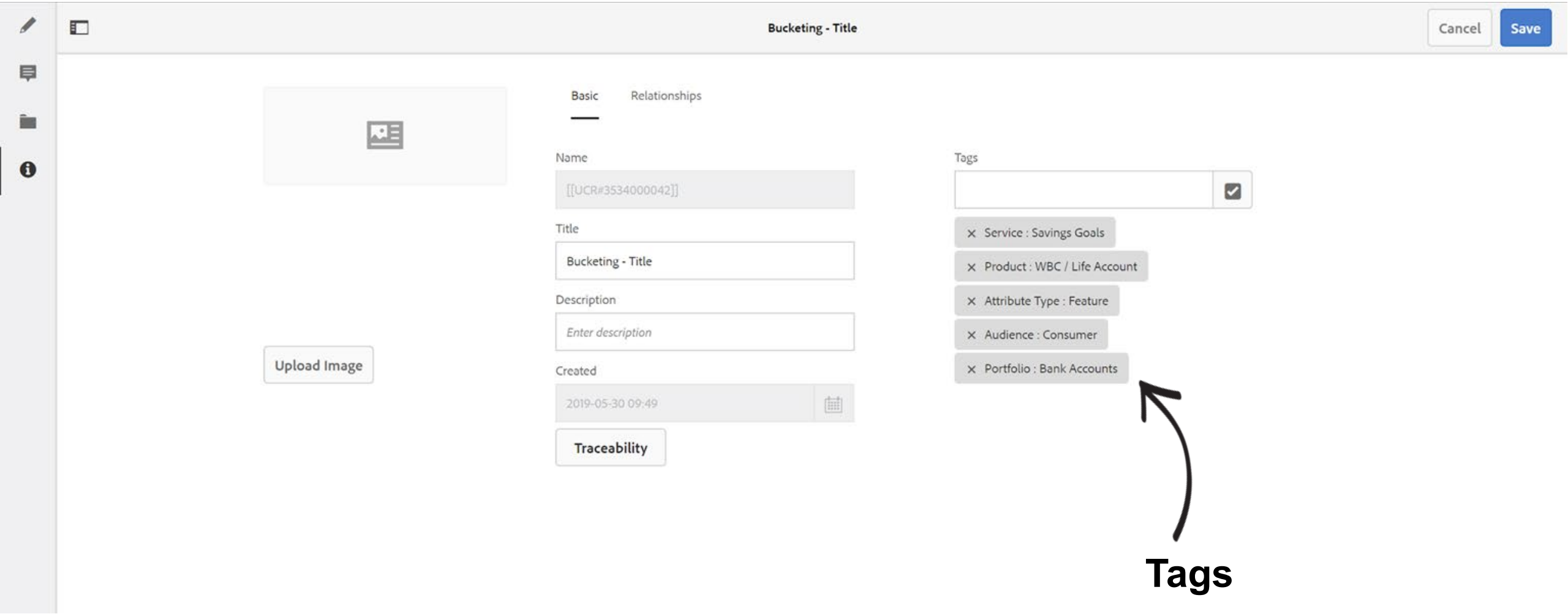
Sub-Heading

CTA

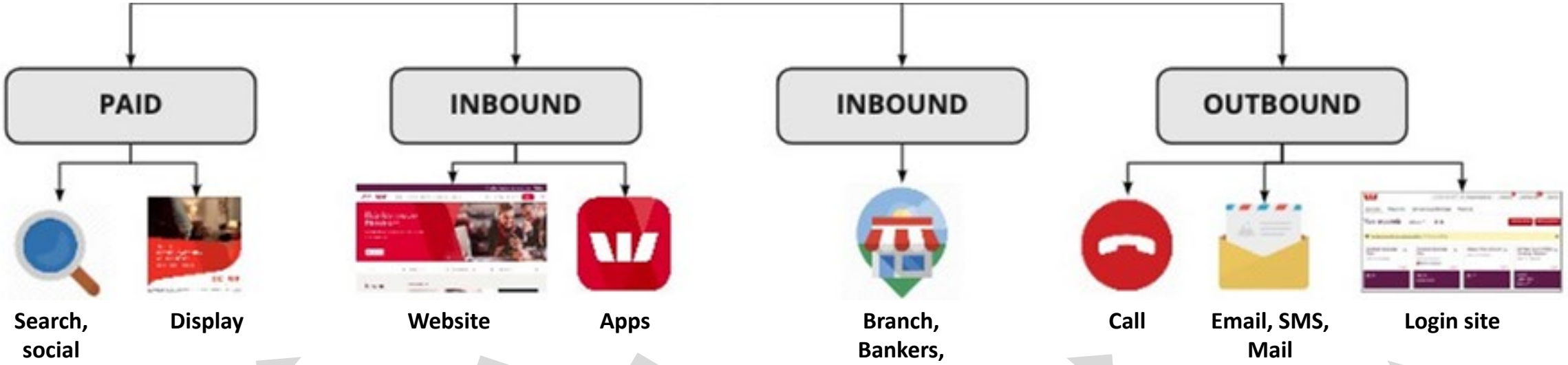
Features

Tags


Variations
Create Variation
Master
Stg
Bom
Cancel
Save
Main
Make budgeting a breeze by bucketing your saving
Variations for context
Content module (fragment)


Bucketing - Title
Cancel
Save
Basic
Relationships
Name
[[UCR#3534000042]]
Title
Bucketing - Title
Description
Enter description
Created
2019-05-30 09:49
Traceability
Upload Image
Tags
Service : Savings Goals
Product : WBC / Life Account
Attribute Type : Feature
Audience : Consumer
Portfolio : Bank Accounts
Tags

**Improved consistency for our customers**




**Improved control and efficiencies for our content people**

**Content (AEM)**

Bucketing - Title

Cancel Save

Basic Relationships

Name

[[UCR#3534000042]]

Title

Bucketing - Title

Description

Enter description

Created

2019-05-30 09:49

Traceability

Upload Image

Tags

× Service : Savings Goals

× Product : WBC / Life Account

× Attribute Type : Feature

× Audience : Consumer

× Portfolio : Bank Accounts

**Traceability**

[[UCR#3534000042]]

Search

Metadata :

| Metadata | Value |
|---|---|
| Title | Bucketing - Title |
| Path | /content/dam/repository/wbc/consumer/bank-accounts/3534000042 |
| Last_Modified | 03.06.2019 at 01:37 PM by Philip |
| Last_Published | NA |
| Status | Modified |
| Id | [[UCR#3534000042]] |
| Tags | [service:savings-goals, product:wbc/standard-savings-account, attribute-type:feature, audience:consumer, portfolio:bank-accounts] |
| Variations_Present | stg,bom |
| Consuming_Experiences_Count | 3 |

Master | STG | BOM

**Make budgeting a breeze with St George by bucketing your savings**

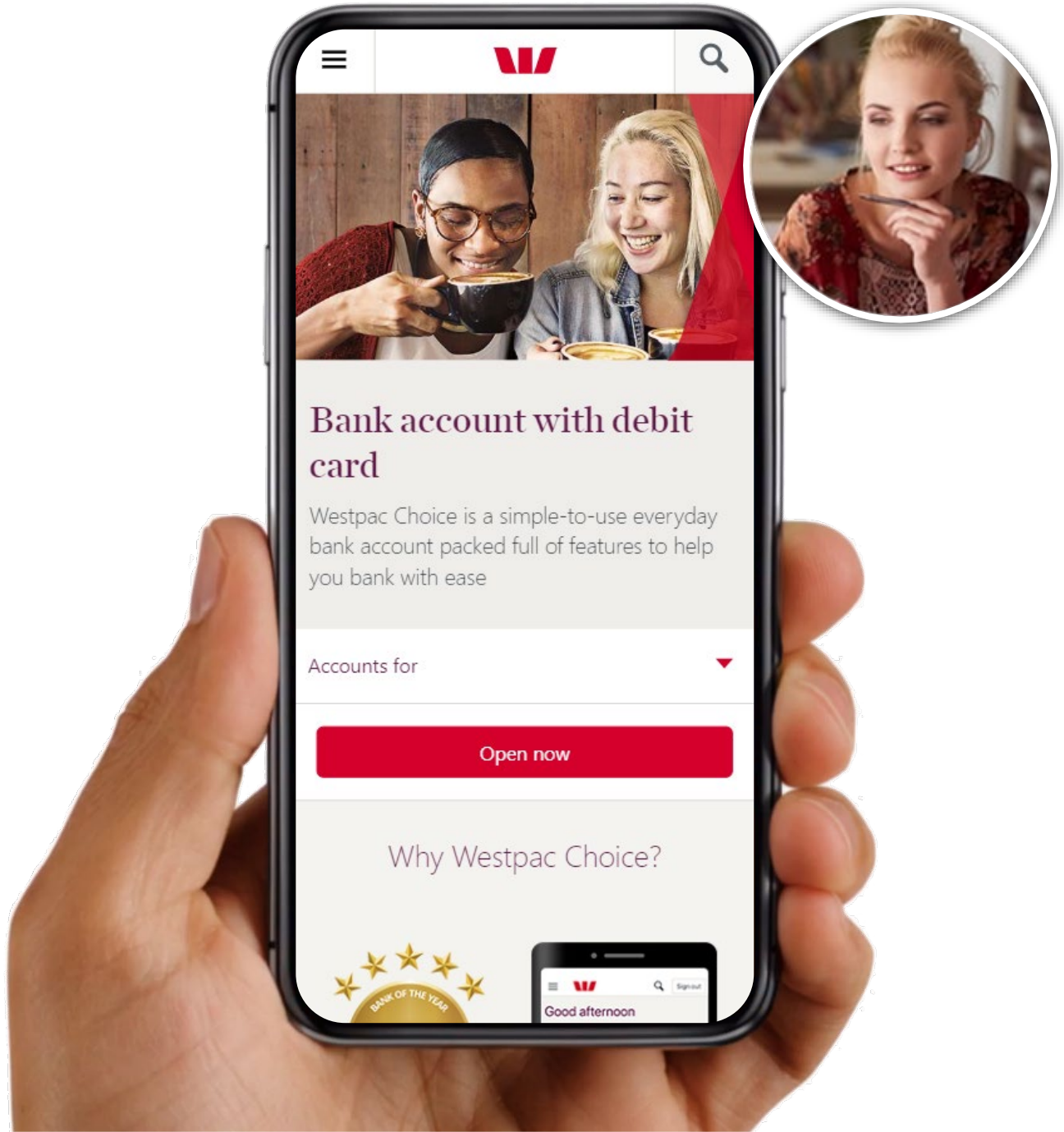
Consuming Experiences :

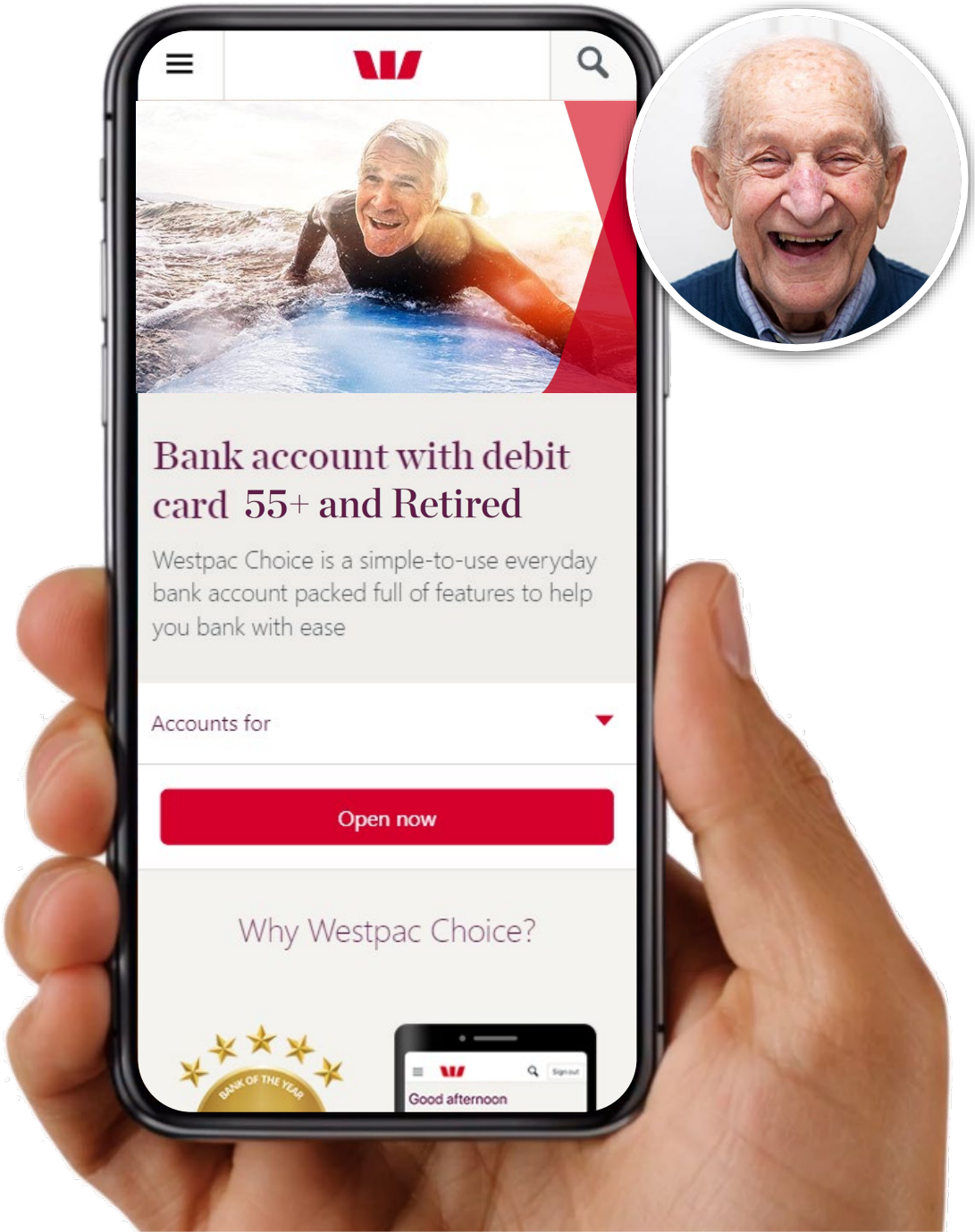
| Page Title | Page Path | Status | Published Date | Modified Date |
|---|---|---|---|---|
| Savings Goals | /content/public/wbc/en/personal-banking/bank-accounts/savings-accounts/savings-goals | Modified | 05.04.2019 at 12:08 PM by Milani | 12.06.2019 at 10:40 AM by Philip |
| Westpac Choice | /content/public/wbc/en/personal-banking/bank-accounts/transaction/choice | Modified | 13.05.2019 at 01:30 PM by M046992 | 07.06.2019 at 02:53 PM by Philip |
| ucrdemo | /content/public/wbc/en/ucrdemo | Modified | 28.05.2019 at 08:47 PM by wbcdevelopers | 11.06.2019 at 11:20 AM by Philip |

**The ability to view a snapshot of a fragment at any point in time.**

- **Status**
- **Contexts**
- **Modifications**
- **Consuming experiences**

# We’re just getting started…


Bank account with debit card
Westpac Choice is a simple-to-use everyday bank account packed full of features to help you bank with ease
Accounts for
Open now
Why Westpac Choice?
Good afternoon


Bank account with debit card 55+ and Retired
Westpac Choice is a simple-to-use everyday bank account packed full of features to help you bank with ease
Accounts for
Open now
Why Westpac Choice?
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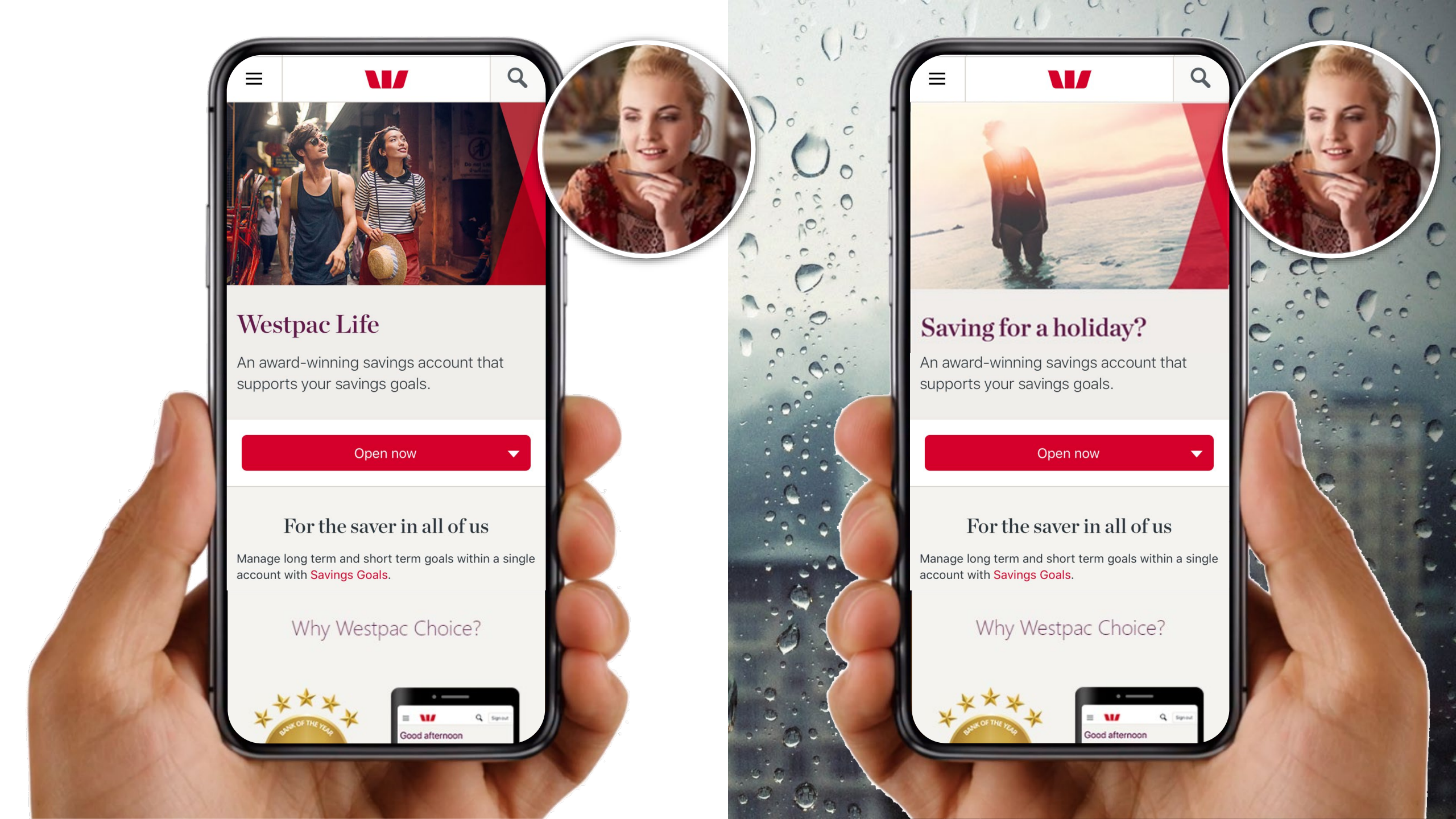
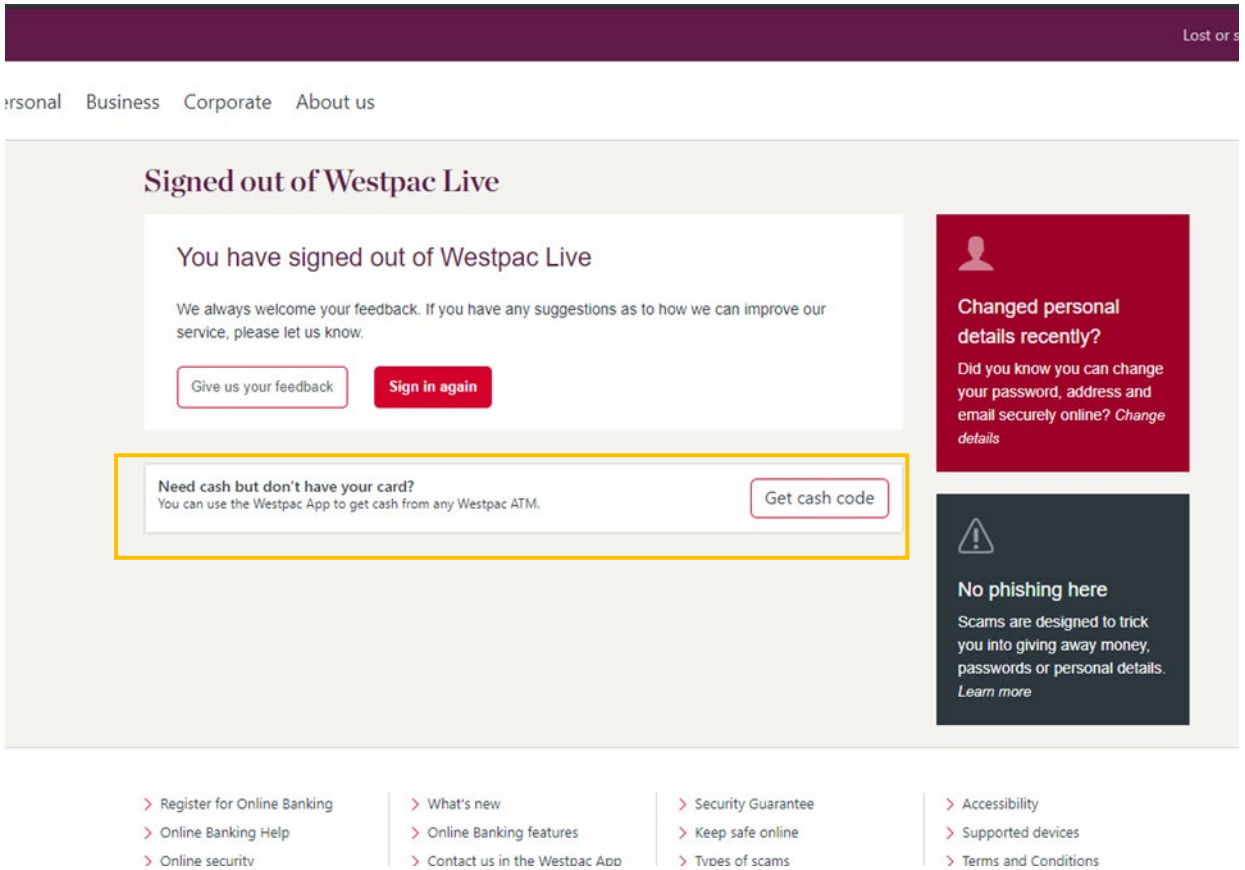
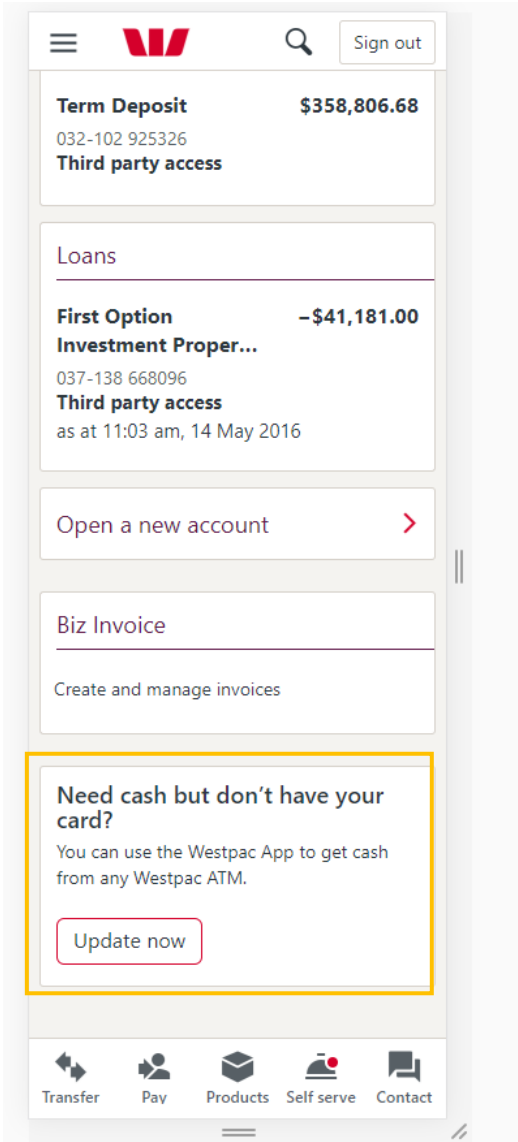
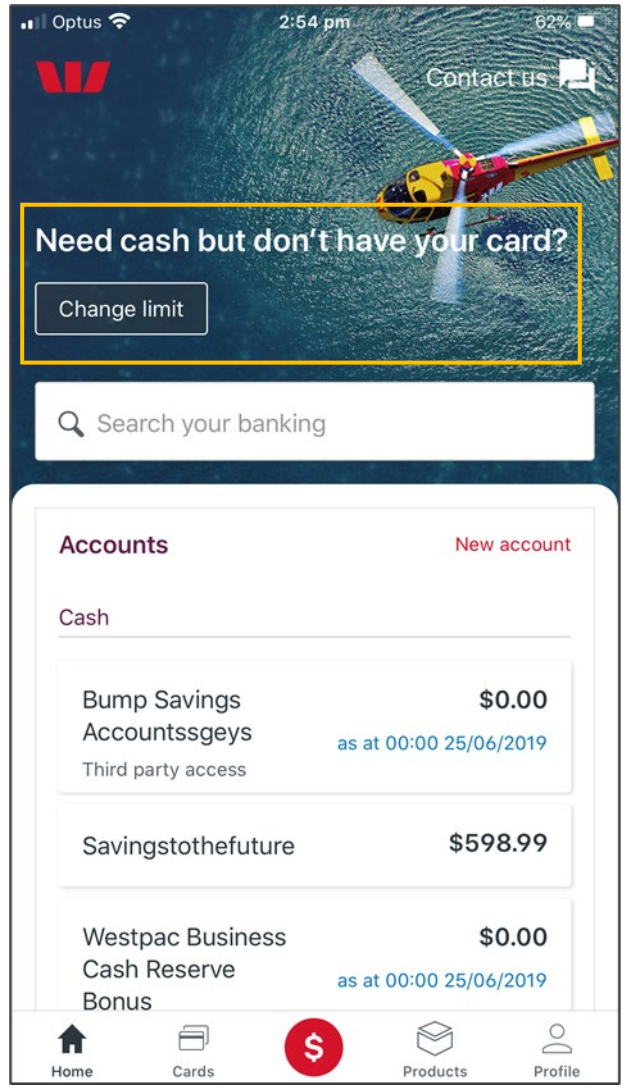
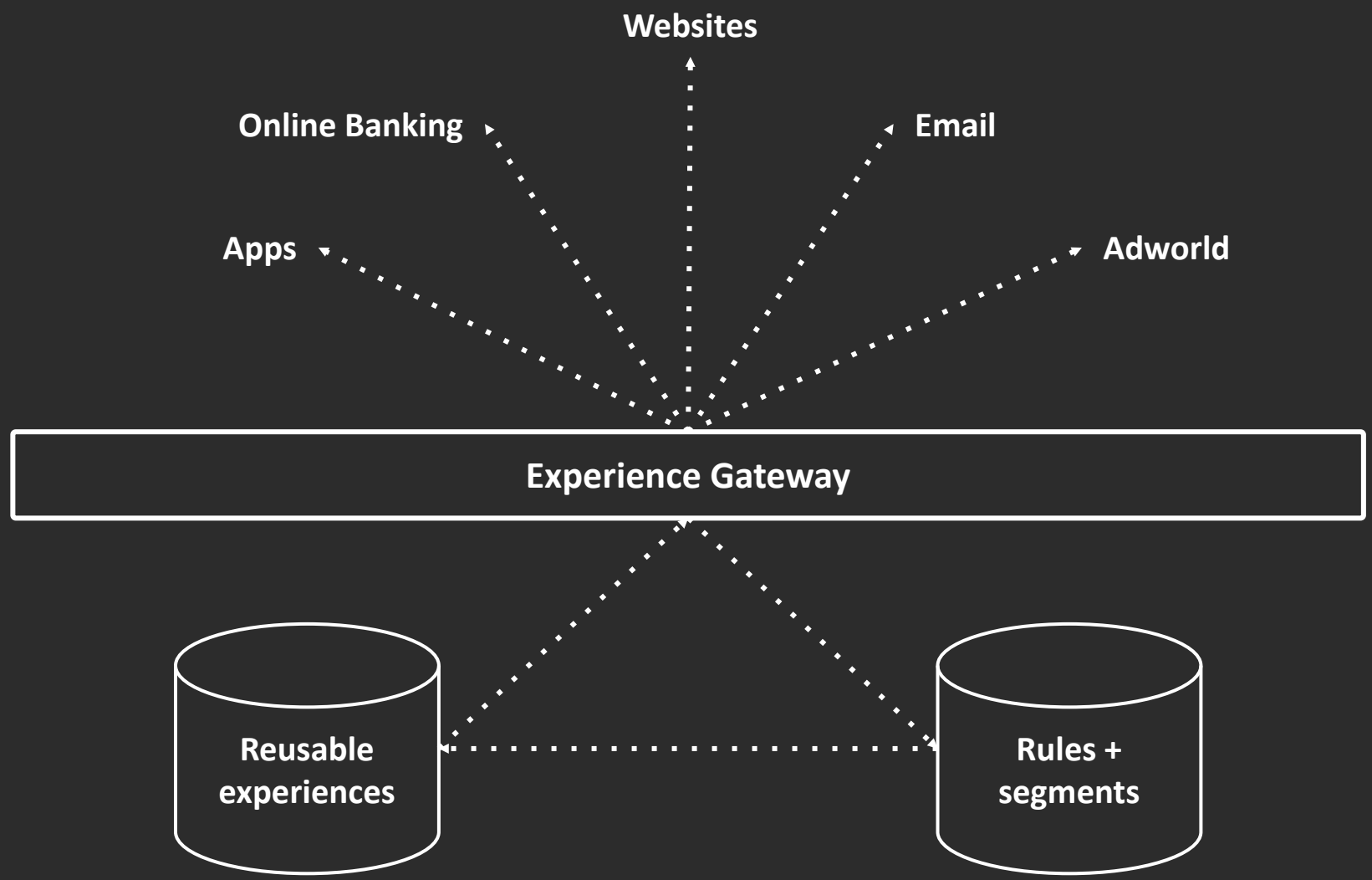
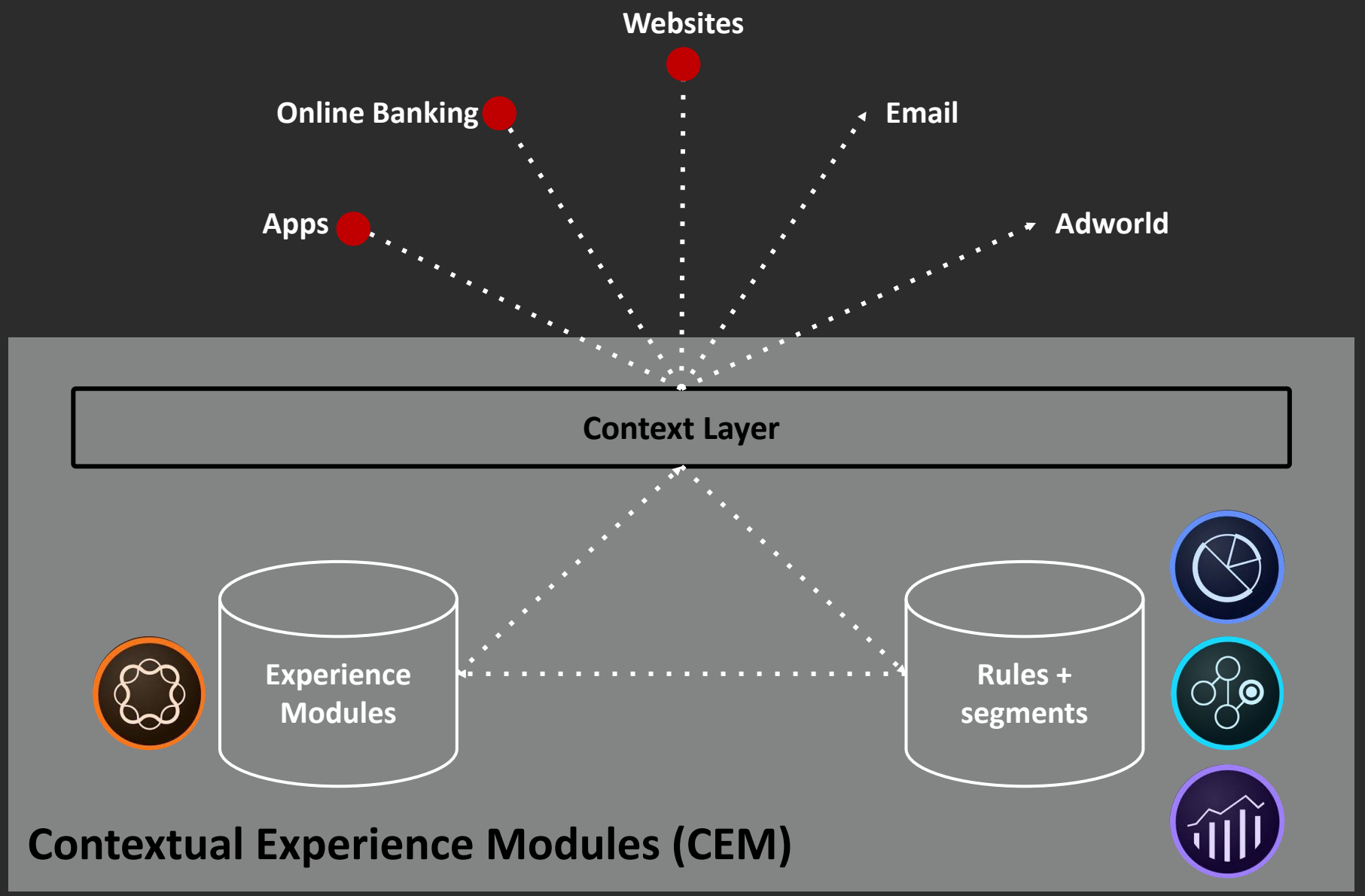

Westpac Life
An award-winning savings account that supports your savings goals.
Open now
For the saver in all of us
Manage long term and short term goals within a single account with Savings Goals.
Why Westpac Choice?
Saving for a holiday?
An award-winning savings account that supports your savings goals.
Open now
For the saver in all of us
Manage long term and short term goals within a single account with Savings Goals.
Why Westpac Choice?
Good afternoon


Lost or s
ersonal
Business
Corporate
About us
Signed out of Westpac Live
You have signed out of Westpac Live
We always welcome your feedback. If you have any suggestions as to how we can improve our service, please let us know.
Give us your feedback
Sign in again
Need cash but don't have your card?
You can use the Westpac App to get cash from any Westpac ATM.
Get cash code
Changed personal details recently?
Did you know you can change your password, address and email securely online? Change details
No phishing here
Scams are designed to trick you into giving away money, passwords or personal details. Learn more
Register for Online Banking
Online Banking Help
Online security
What's new
Online Banking features
Contact us in the Westpac App
Security Guarantee
Keep safe online
Types of scams
Accessibility
Supported devices
Terms and Conditions


Sign out
Term Deposit
$358,806.68
032-102 925326
Third party access
Loans
First Option Investment Proper...
-$41,181.00
037-138 668096
Third party access
as at 11:03 am, 14 May 2016
Open a new account
Biz Invoice
Create and manage invoices
Need cash but don't have your card?
You can use the Westpac App to get cash from any Westpac ATM.
Update now
Transfer
Pay
Products
Self serve
Contact


Optus
2:54 pm
62%
Contact us
Need cash but don't have your card?
Change limit
Search your banking
Accounts
New account
Cash
Bump Savings Accountssgeys
$0.00
as at 00:00 25/06/2019
Third party access
Savingstothefuture
$598.99
Westpac Business Cash Reserve Bonus
$0.00
as at 00:00 25/06/2019
Home
Cards
Products
Profile


Websites
Online Banking
Email
Apps
Adworld
Experience Gateway
Reusable experiences
Rules + segments


Websites
Online Banking
Email
Apps
Adworld
Context Layer
Experience Modules
Rules + segments
Contextual Experience Modules (CEM)

*"'I wish it need not have happened in my time,' said Frodo. 'So do I,' said Gandalf, 'and so do all who live to see such times. But that is not for them to decide. All we have to decide is what to do with the time that is given us.'" —J.R.R. Tolkien*

Whilst our initial motivation was to provide a better customer experience and enable the bank to sell more, since Covid19 lockdown occurred this capability has assisted with providing financial assistance to over **400,000+** Australians seeking help…

# The future…

Extending from digital to omnichannel

Towards 1:1 customer journeys

From ads to conversational relationships

Adobe