



# EXPERIENCE MAKERS<sup>LIVE</sup>





# The Reinvention of Normal

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**EXPERIENCE MAKERS** LIVE

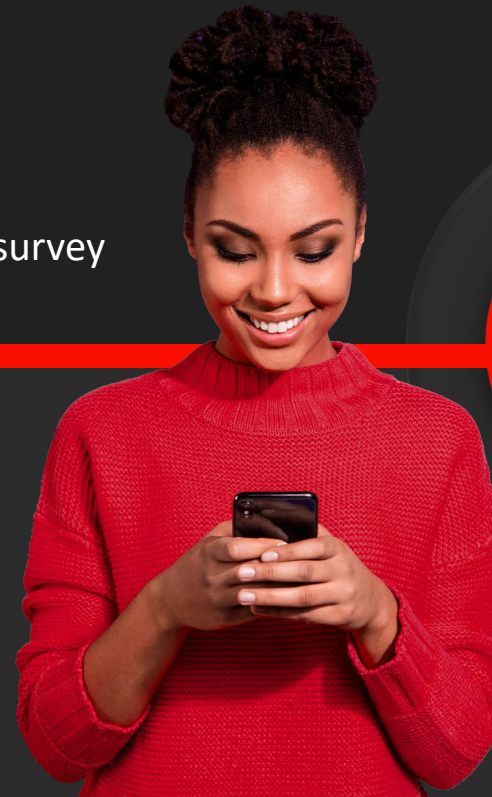


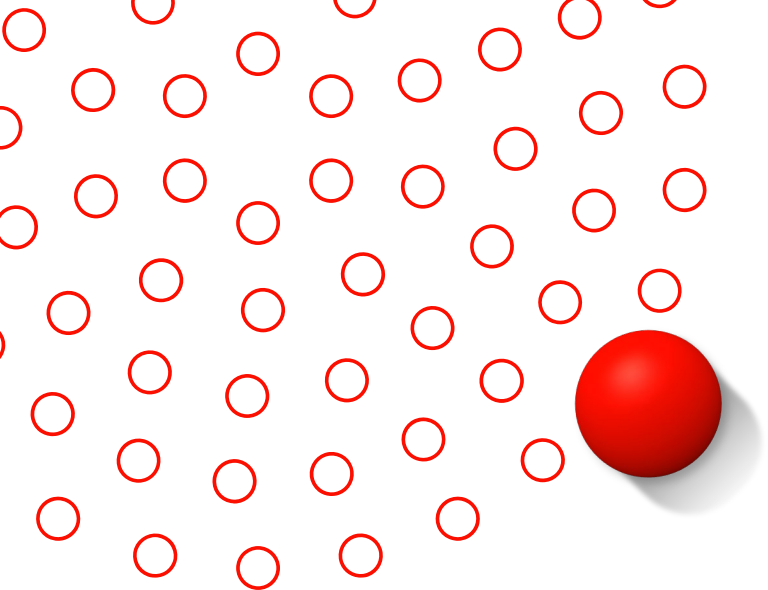




Companies with a high level of digital maturity are 2X – 3X more likely to achieve benefits and likely to be more focused on innovation and growth.

Source: Deloitte Digital Transformation 2020 survey





# Reinvention of Normal





## Deeper Understanding of the Customer

- Identify specific customers and audience segments, understand behavior (*interests and points of friction*) , anticipate actions
- Use data to generate actionable insights and improve customer outcomes



Data driven operating model informed what customers were looking for and how we could best serve them in a time of need.



With a culture based on data, NASCAR identified eSports opportunities and pivoted based on fan engagement insights while expanding audience reach.



## Agile Communications

- Increase proactive, personalized and timely communications aligned to customer and employee context (segment, need, location)
- Increase employee engagement and customer retention



Rapidly pivoted customer messaging from products to authentic ways Adobe could help accelerate digital transformation and help our customers be more resilient and prepared for emergencies.



During the Australian bush fires, they were able to push content to their 2,200 school websites and 1,400 Facebook pages notifying families about school closures. They used the same notification system for COVID-19.



## Human Connections

- Support isolated customers and employees through social media engagement and virtual events connecting them to the brand and each other.
- Deploy remote employee activities to maintain a common bond between employees



Shifted to virtual engagements that encouraged personal connection and mutual experiences like virtual happy hour and cooking lessons that could be enjoyed from home.



With millions of people now cooking more, Vitamix put more emphasis on engaging current and potential blender owners with new recipes, healthy eating alternatives, and ways to have fun.





## New Ways of Working

- Leverage remote collaboration, workflows and meeting platforms.
- Use common tools to democratize data, content publishing and leverage A.I. for scale



Transformed Adobe Summit live event into a global virtual event with keynotes, new product innovations, and over 100 breakout sessions across six content tracks in just three weeks.



OneWalmart serves a global community of over 2 million people. Whether at work or at home, any employee can access what they need to feel supported, informed and able to do their job effectively.



## Re-examine Everything

- Revisit organizational structures, people and processes to increase efficiency
- Bridge the gap between physical and digital strategies



Extended free trials for several products as businesses adjusted to working from home. Priority focus on ecommerce, and digital forms, document, and signature products to help customers conduct business remotely.



Global pharmaceutical company is speeding up COVID-19 vaccine trials by digitizing evidence collection and evaluation forms, and then connecting them directly to clinical trial facilities. Real-time, scalable exchange of information expedites decision making and lowers costs.



## Accelerate Digital Adoption

Increase online, mobile adoption and self-service to:

- Increase customer efficiency
- Reduce unnecessary visits to public locations
- Reduce call center volumes



Help our customers accelerate digital transformation by making Adobe Experience League even more helpful and launched the Customer Experience Management Playbook to help guide transformation journeys.



Released 18 forms online and processed more than 80,000 online interactions in just eight weeks, replacing 15,000 in-branch, face-to-face visits. And, they've shown thousands of customers how easy it is to use digital banking services.



# Digital interactions take on new meaning in an all digital world

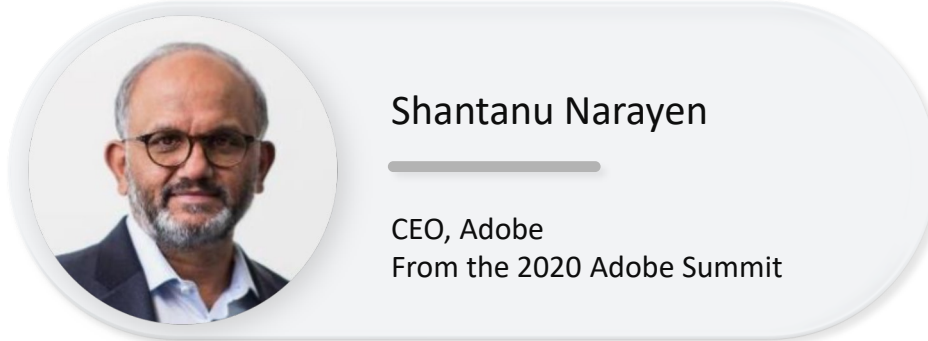
## Before:

It was about delivering "delightful, personal, relevant interactions in real-time."

CX

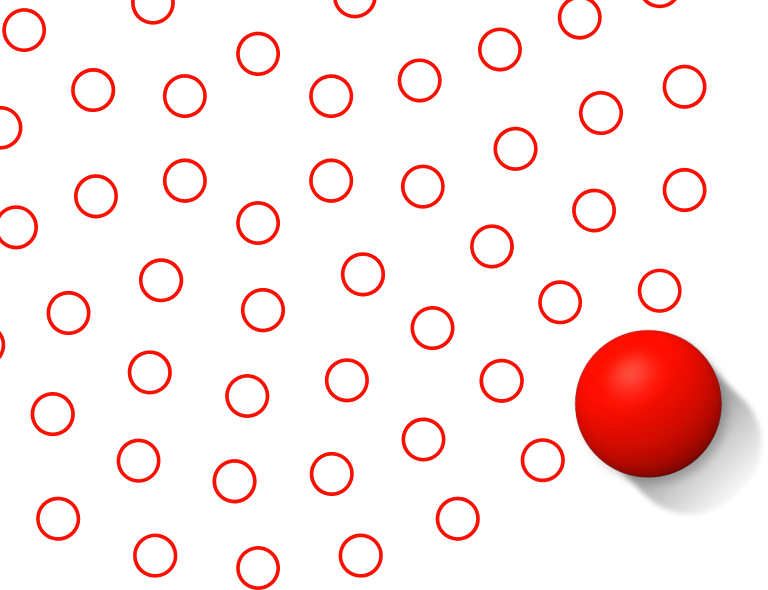
## Now:

It's about "supporting critical needs in an exclusively digital world."



Shantanu Narayen

CEO, Adobe  
From the 2020 Adobe Summit



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