Adobe

EXPERIENCE MAKERS LIVE

Help in moments that matter

Phil Wisniewski, Monica Turrecha & Chris Thomas

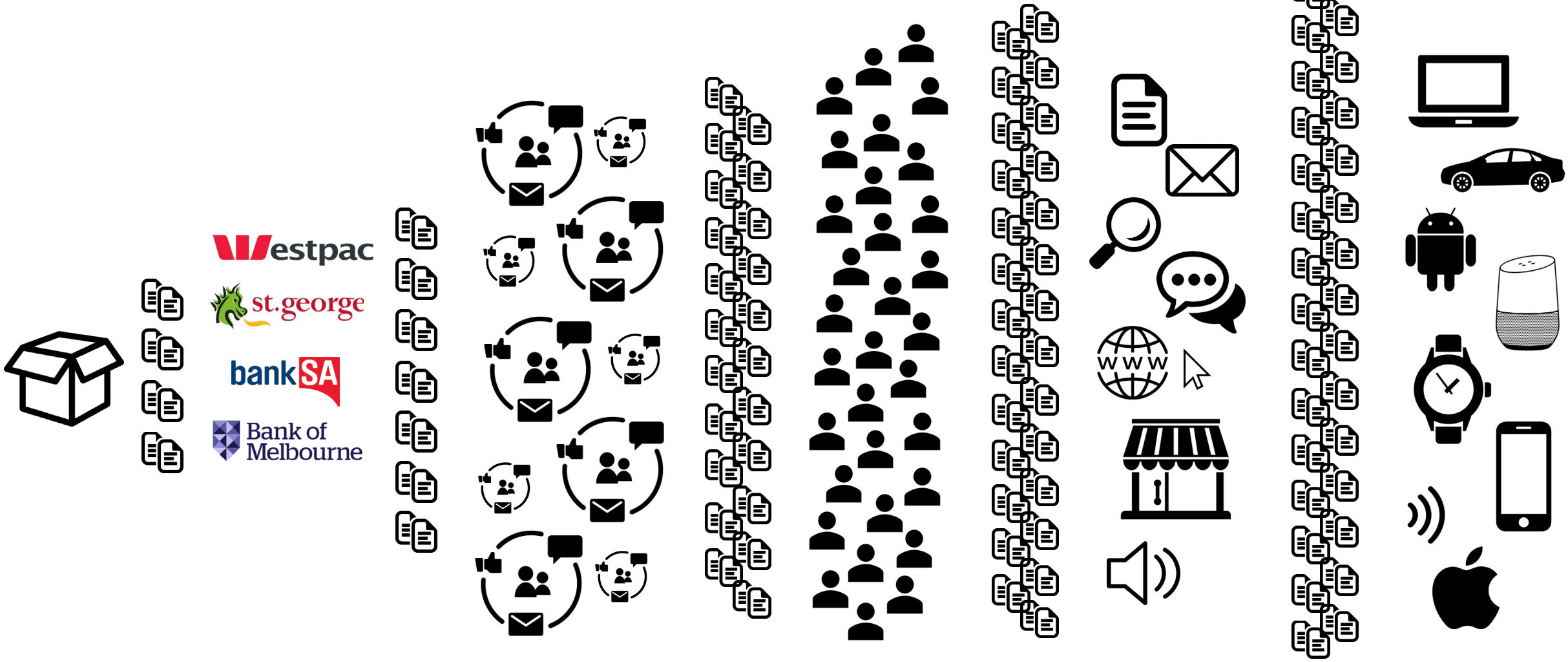
Today

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

Help in the moment that matters

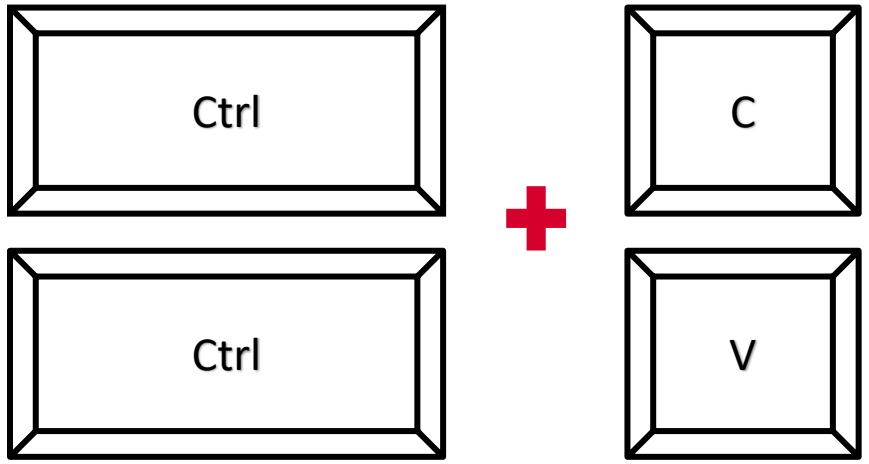
Driven to be "*one of the world's greatest service companies*"

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

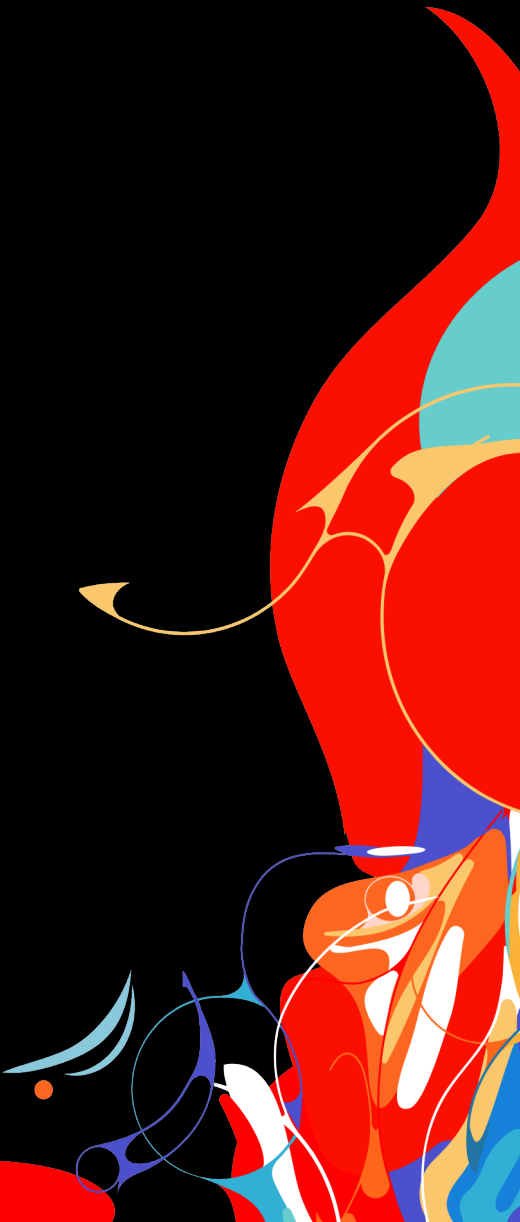
Adapt to context, both in form and in function

Repurpose content & distribute to ANY output

Deliver contextual experiences at SCALE

Adapt to future channels with ease

OK, NOW HOW?



It starts with CONTENT...

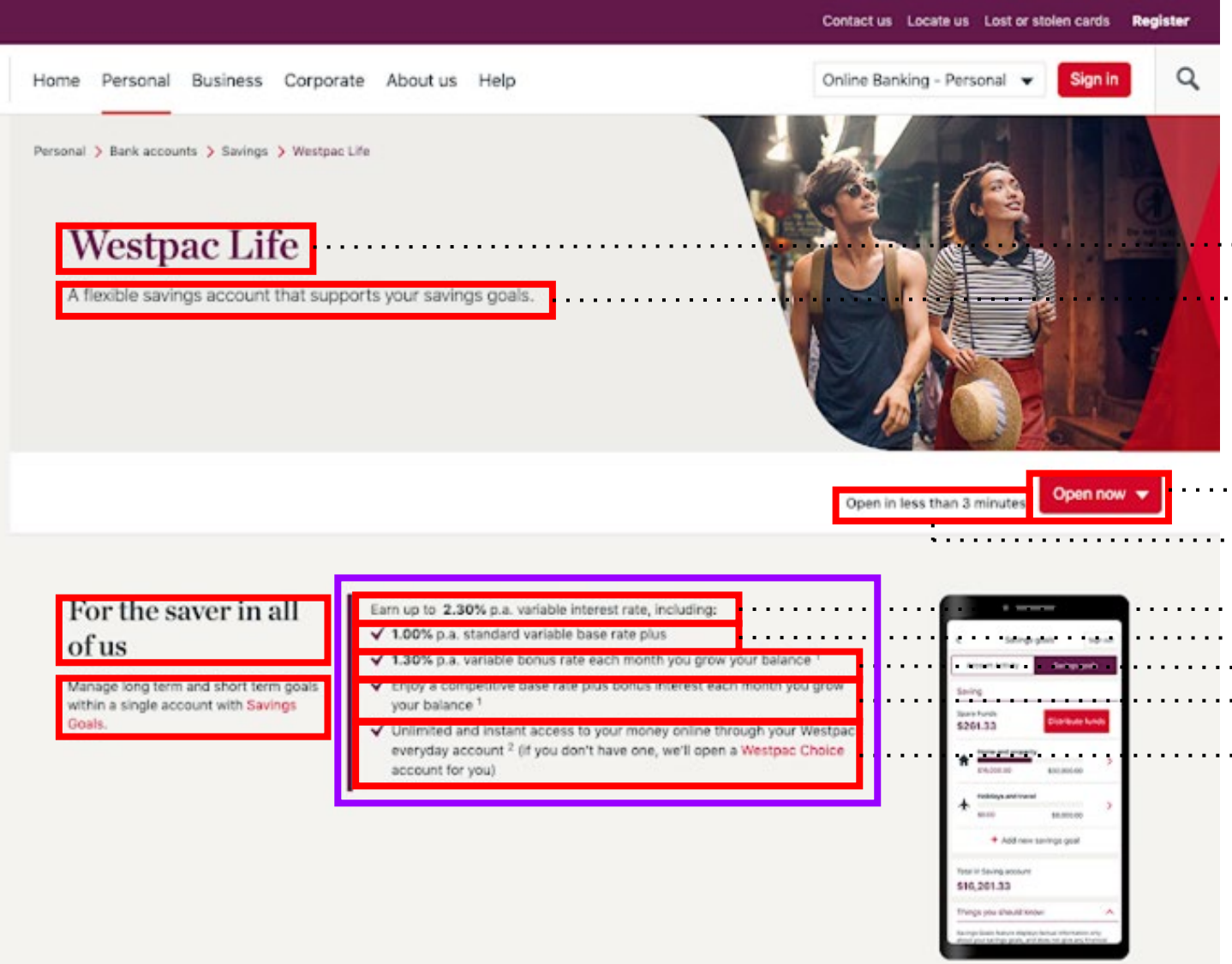
...and PEOPLE

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

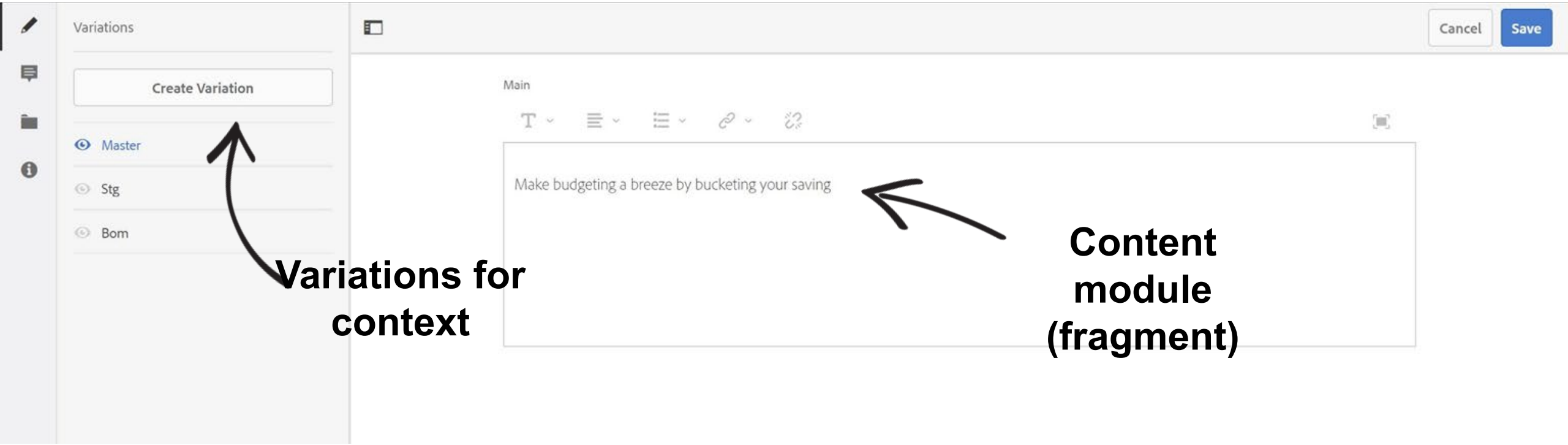
Heading

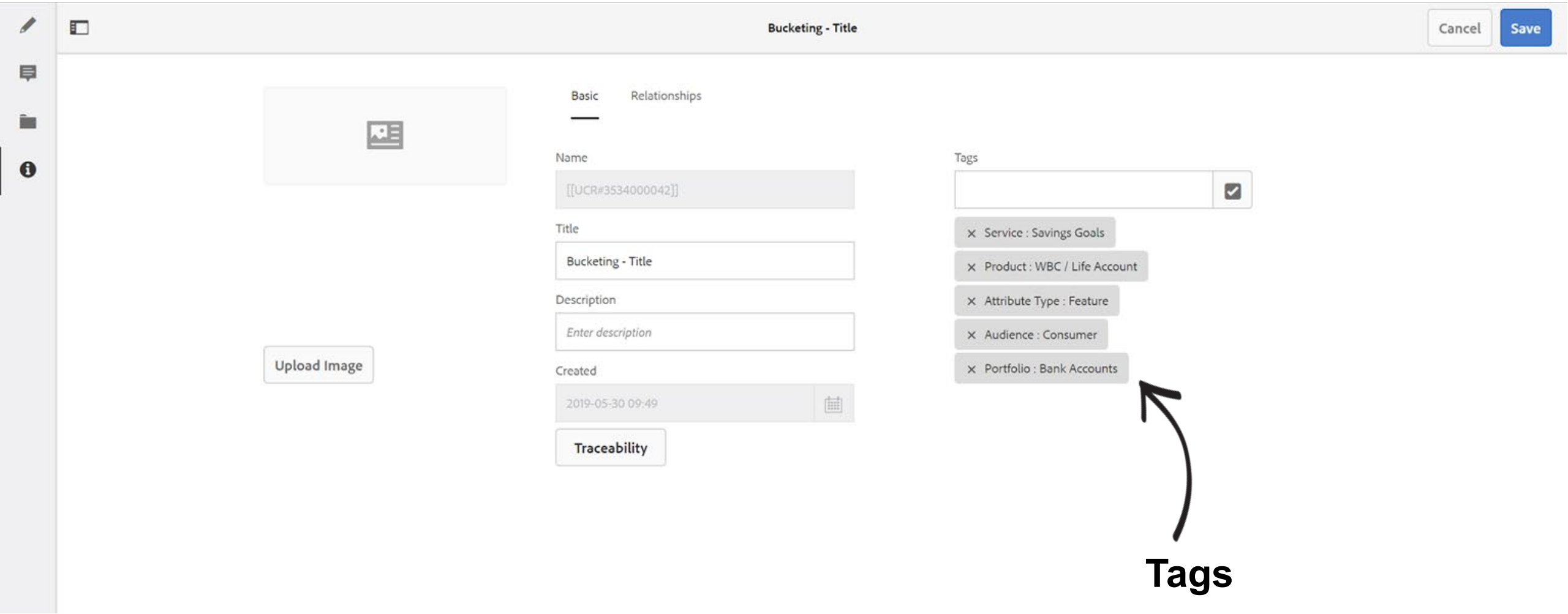
Sub-Heading

CTA

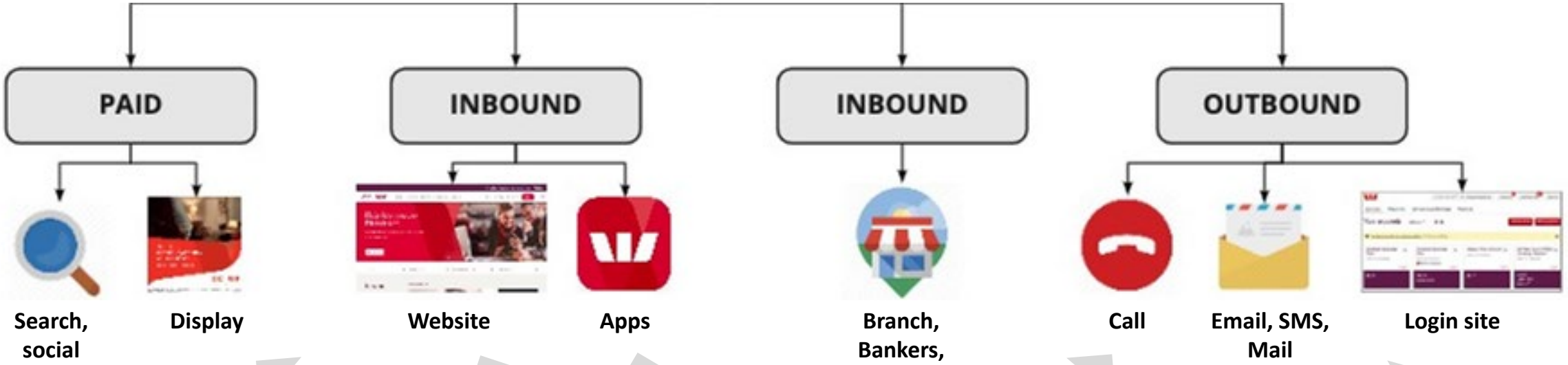
Features

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

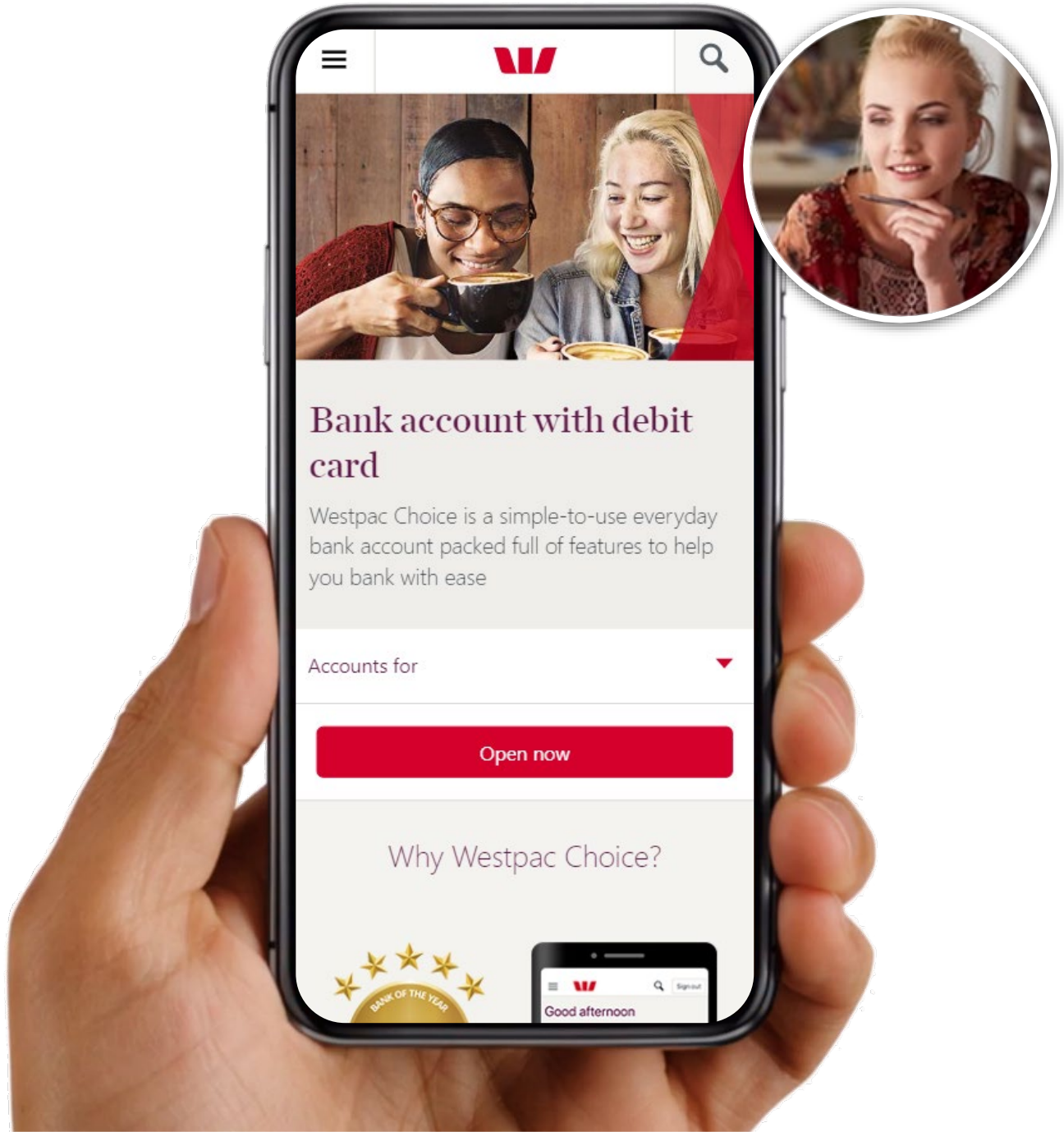
Consuming Experiences :

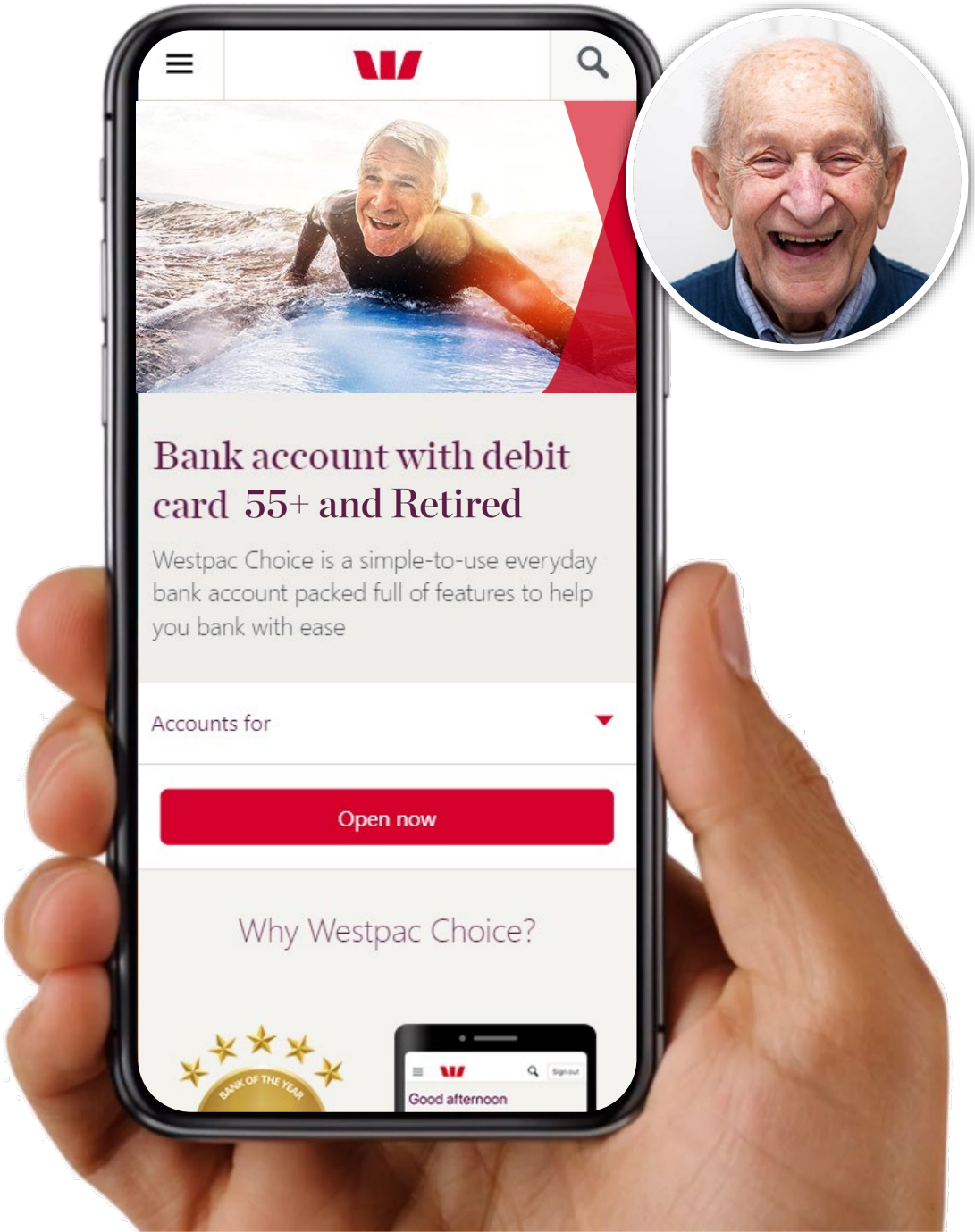
Page Title	Page Path	Status	Published Date	Modified Date
Savings Goals	/content/public/wbc/en/personal-banking/bank-accounts/savings-accounts/savings-goals	Modified	05.04.2019 at 12:08 PM by Milani	12.06.2019 at 10:40 AM by Philip
Westpac Choice	/content/public/wbc/en/personal-banking/bank-accounts/transaction/choice	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

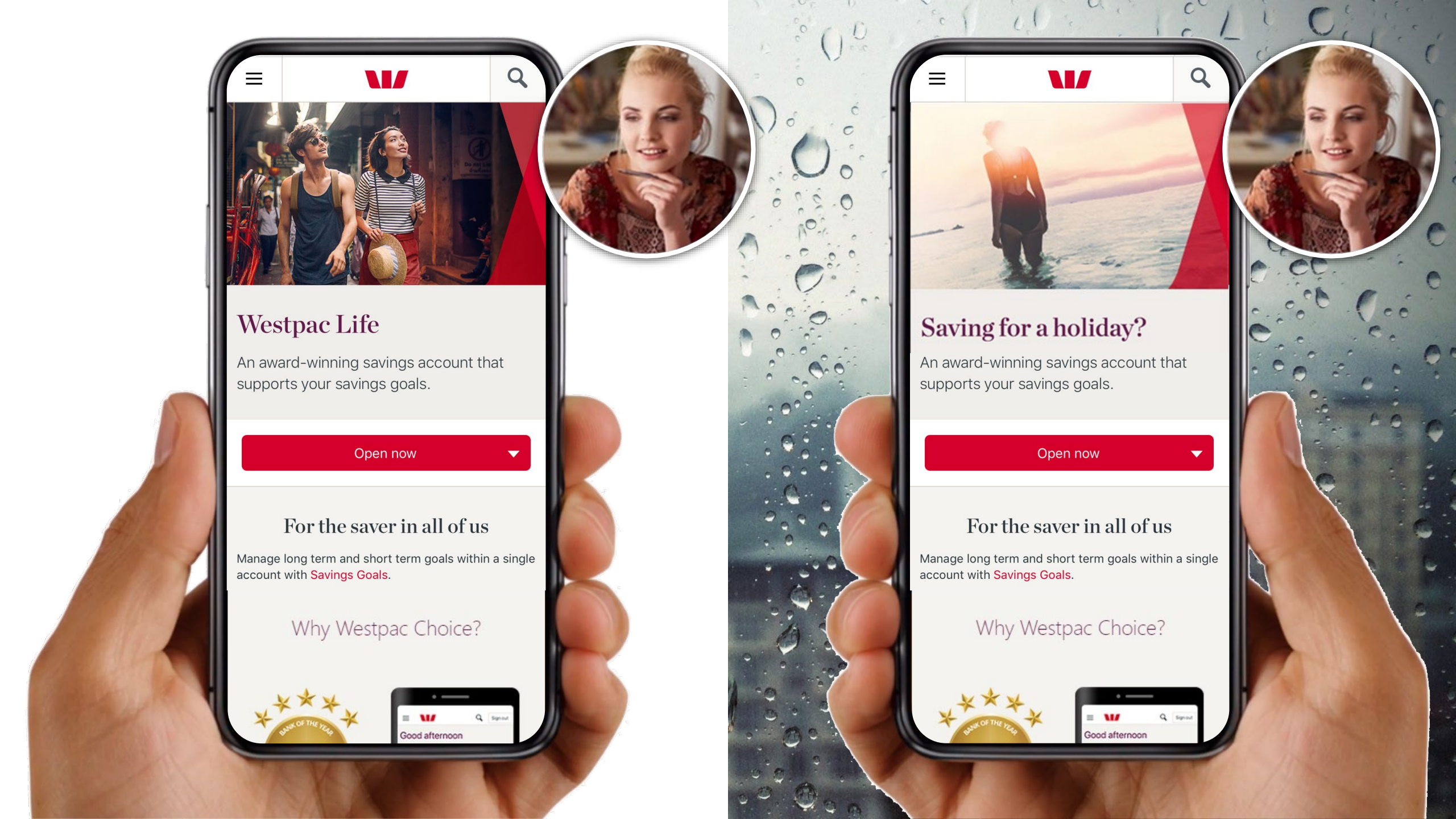
The ability to view a snapshot of a fragment at any point in time.

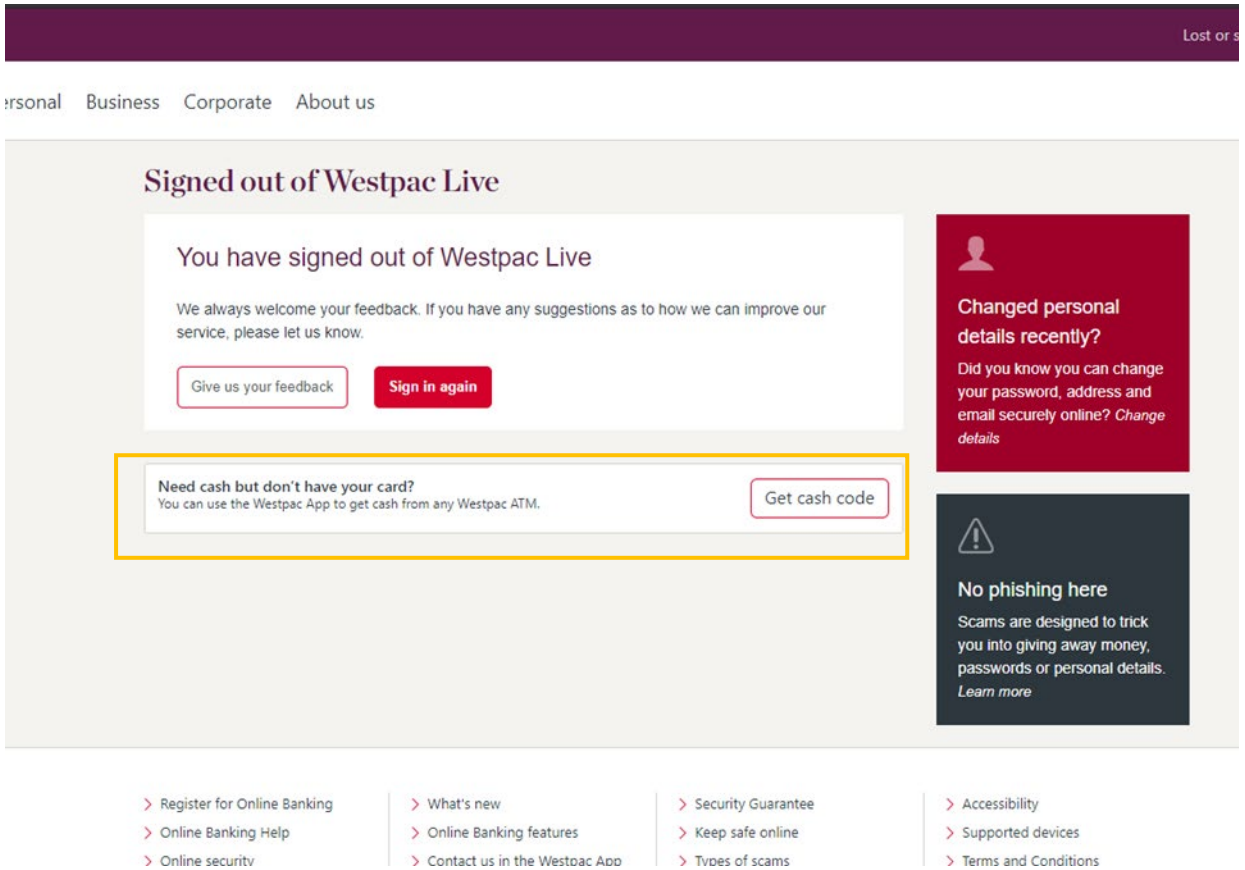
- **Status**
- **Contexts**
- **Modifications**
- **Consuming experiences**

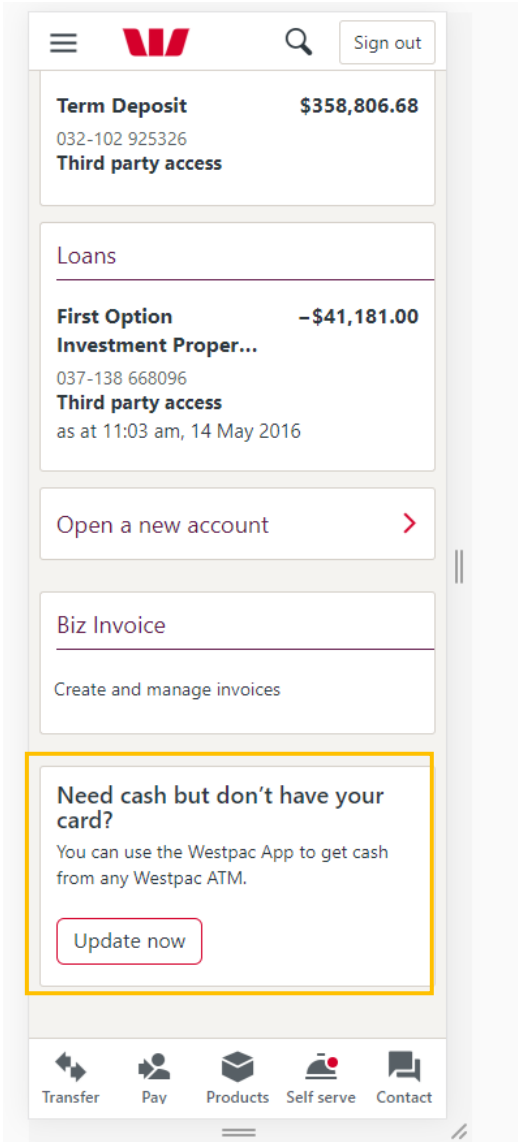
We’re just getting started…

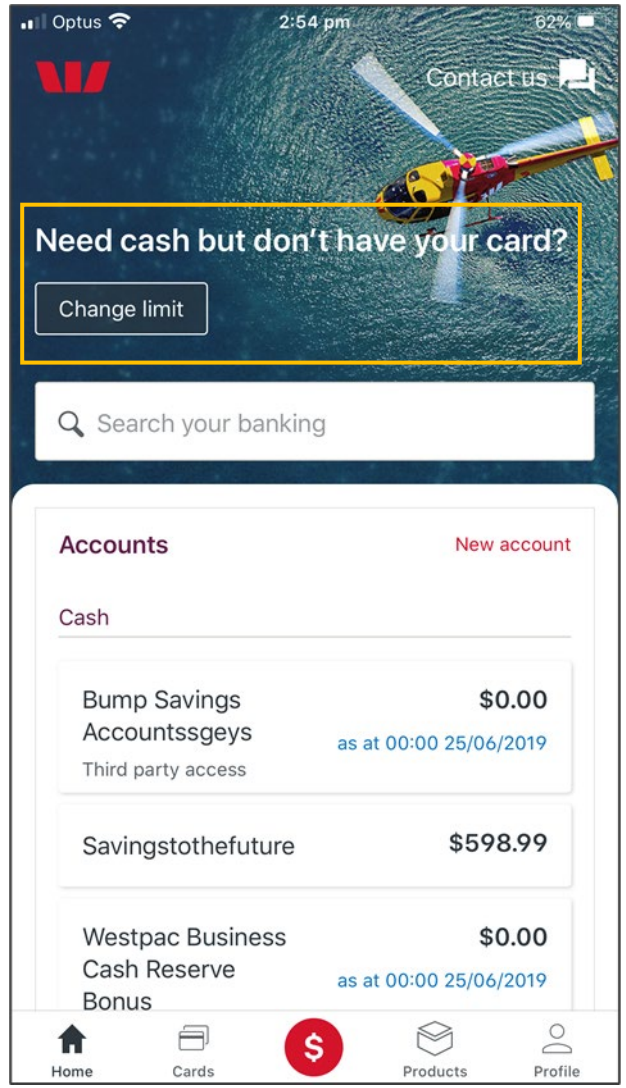

Bank account with debit card
Westpac Choice is a simple-to-use everyday bank account packed full of features to help you bank with ease
Accounts for
Open now
Why Westpac Choice?
Good afternoon

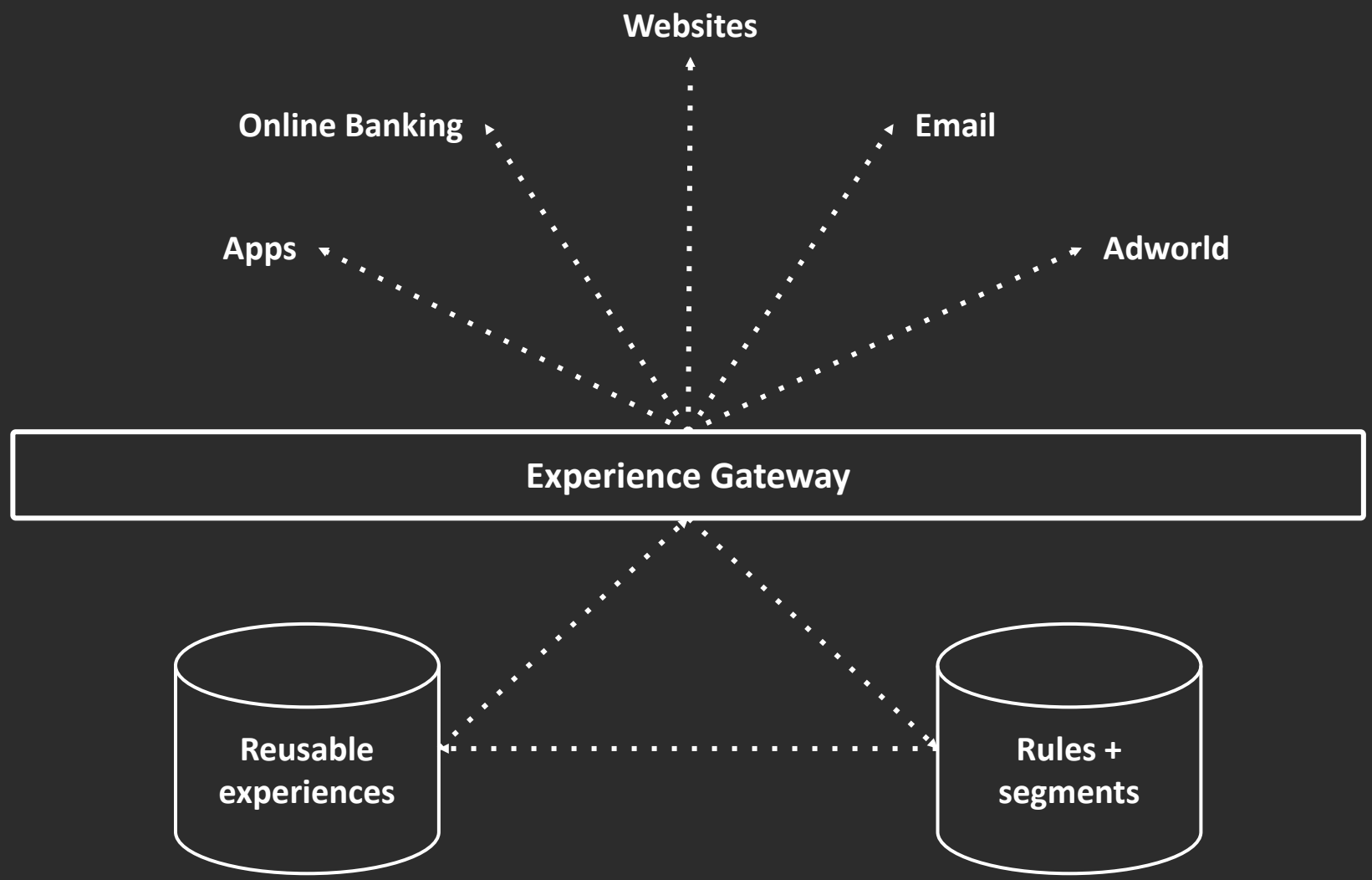

Bank account with debit card 55+ and Retired
Westpac Choice is a simple-to-use everyday bank account packed full of features to help you bank with ease
Accounts for
Open now
Why Westpac Choice?
Good afternoon

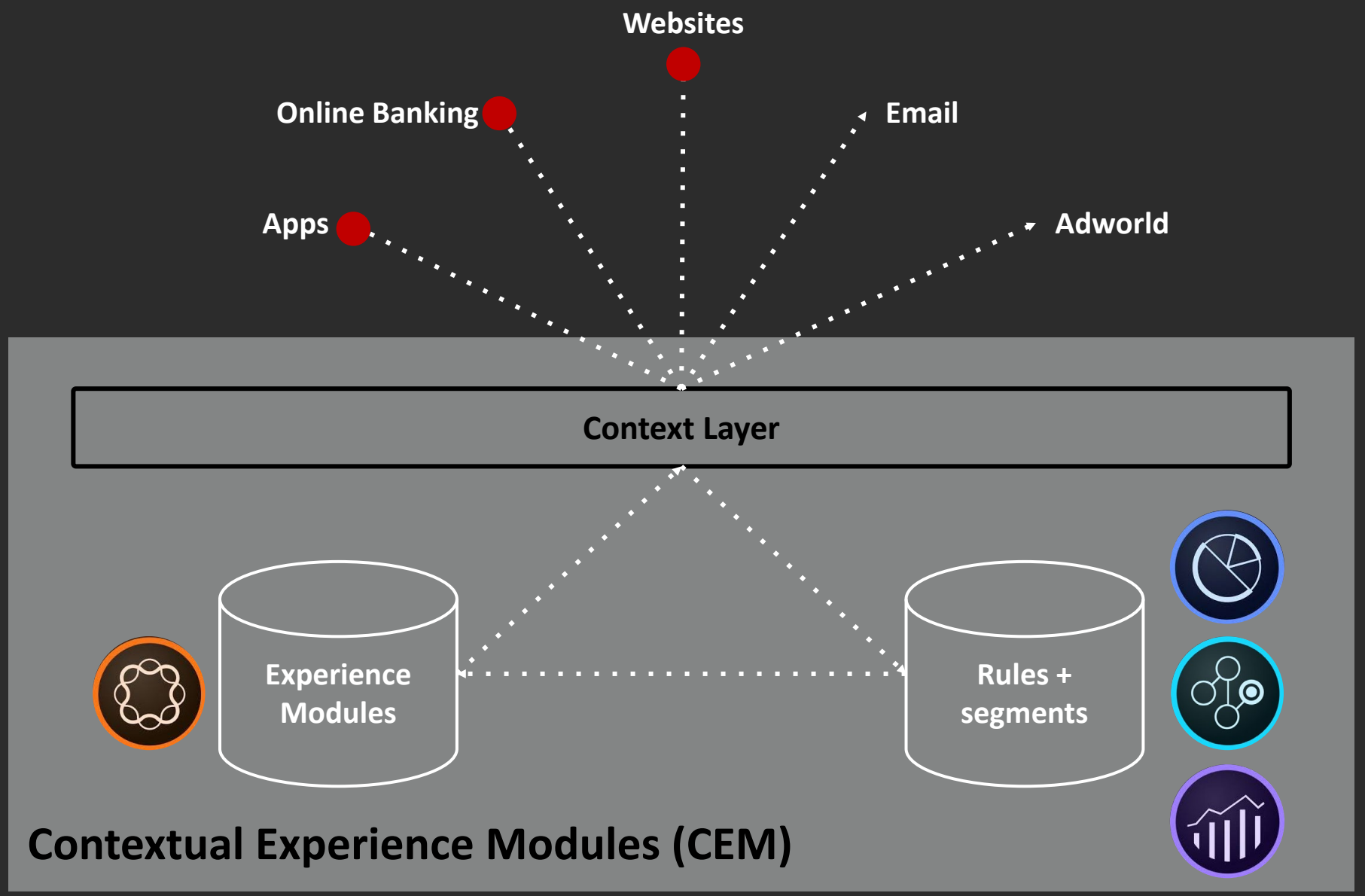

Westpac Life
An award-winning savings account that supports your savings goals.
Open now
For the saver in all of us
Manage long term and short term goals within a single account with Savings Goals.
Why Westpac Choice?
Saving for a holiday?
An award-winning savings account that supports your savings goals.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