The COVID-19 pandemic has brought new challenges to every business, including Adobe.
We're sharing the lessons we've learned in this six-part series.

Lesson #6

We're not going back. Now is the time to accelerate digital adoption.

The pandemic has dramatically changed how so many of us work. And from the looks of it, these changes won't be temporary. Many experts believe COVID-19 will be a catalyst for completely rethinking how we do business. While that can be a challenge, it can also be an opportunity.

COVID-19 became the proving grounds for the U.S. government's digital transformation. Trying to reduce barriers to participation in the U.S. Census, they'd spent the past decade modernizing its operation and making it easy to do online. But when census takers could no longer go door to door, a digital survey was no longer just an option—it was a necessity. "I think the way the 2020 census was designed, with having the online response option, really helped insulate us more than we could have possibly hoped. It has been a saving grace for people to be able to respond from the safety of their homes," said Stephen Buckner, assistant director of communications at the Census Bureau.

Adobe has been talking about digital transformation for years. Yet the coronavirus made us to step back and rethink how we could use our digital capabilities to meet the changing needs of our customers. One area was with our online learning community, Adobe Experience League.

> "If you aren't digitally strong, invest in digital transformation now because it's the future. If you are digitally strong, accelerate it."

Mari Cross
VP of Customer Success of the Americas
Adobe

Online forums have always been a way for people to connect with peers around the world, and right now, we really need those connections. To make Adobe Experience League even more helpful during COVID-19, we curated sets of our most popular video tutorials, so it was easier to find answers quickly. We posted a CXM playbook to help businesses through digital transformation. And we added Italian and Chinese to our list of supported languages—two areas deeply affected by the pandemic.

Furthermore, with our Adobe Summit presentations now online, we've added a wealth of new self-service resources on our website. "Posting all those videos created so much content to help with what our customers are experiencing," said Mari Cross, VP of customer success of the Americas at Adobe. "And it created an appetite for peer-to-peer conversations. Everyone is so interested in how others are handling COVID, and we've been able to pair companies together to exchange ideas."

If you haven't already, now is the time to increase your online and mobile adoption, and to provide self-service ways for customers to get the information and products they need—especially when they can't connect with you in person, or when your call centers are being overwhelmed. Cloud solutions that allow you to manage content, create web pages, target your audiences, and swiftly ramp up to meet spikes in traffic will allow you to pivot more quickly to meet changing demands.

If your business was already digitally strong, this time is an opportunity to accelerate your digital presence and capabilities. It may be to meet increased demand. To quickly launch a new COVID response web page. Or if your traffic has dropped due to the pandemic, to start looking at how to maximize the tech solutions you have, so that when customers do come back, you have the ability to discover who they are. It's also a great time to train your team on new technologies and how to maintain your digital presence. Digitizing your customer experiences will be key to not just riding out the pandemic, but being prepared for the future.
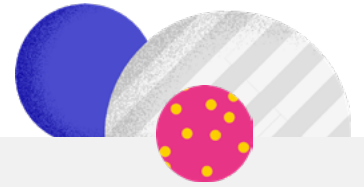
Key takeaways:

- Be prepared for these changes to last, and if you haven't already, start your digital transformation.

- Make sure you have a strong online presence that is tailored for mobile devices.

- Create robust online forums for people to learn, connect, and exchange ideas.

- Use cloud solutions to create or adapt websites, manage content, and meet spikes in traffic.

- If you're already digitally strong, use this as a catalyst to accelerate your capabilities.

Explore the whole playbook.