

PREMIER SUPPORT

# Stronger experiences start with *support.*

Give your employees expert guidance and build processes that drive great experiences with Premier Support.



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## EXECUTIVE SUMMARY

# It takes *dedicated effort* to drive digital experiences.

In 2018, 51 percent of global software decision makers revealed they planned to spend more on digital experience solutions over the next 12 months, according to Forrester. But becoming a business that excels in digital experience requires more than the right tools. It requires a deeper commitment to the [solutions](#), people, and processes that drive success. Teams need guidance and support as they adapt to and use complex tools. And internal processes need to be reworked to meet customer expectations in the era of experience.

## **Premier Support helps your organization embrace new processes and empower your people.**

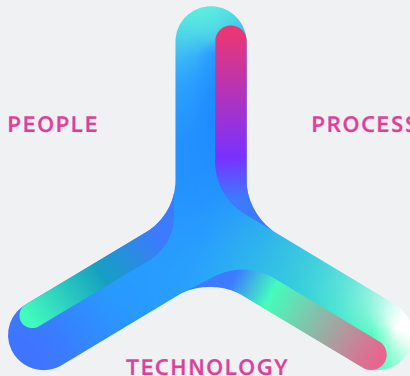
In this article, you'll learn about four ways Premier Support can help you deepen your investment in people and processes by bringing deep knowledge and consistent support to your organization.

Premier Support makes sure your teams feel supported and that you have processes in place that maximize the value of your Adobe solutions investments. Designed to help grow your teams' experience expertise, Premier Support offers technological guidance to help employees evolve their skills, develop roadmaps aligned to best practices, and prepare your organization for technology adoption and growth. Premier Support is an investment in future experience excellence.

## INTRODUCTION

# Practice excellence across every *pillar of experience.*

The three pillars of experience investment.



**D**igitally mature companies—the kind that deliver consistently relevant customer experiences—establish stronger processes and offer employee support and training to maximize the potential of the tech solutions they invest in. A 2018 Forrester study defined “experience-driven businesses” as those “who invest broadly in CX and embrace best practices across people, process and technology pillars.”

The same Forrester study found that just 31 percent of survey respondents qualify as “experience-driven businesses” under that definition. It’s not easy to shift your entire organization toward a new goal—but it’s worth the effort. Forrester notes that businesses that invest in these three pillars report faster revenue growth and increases to the lifetime value of their customers. They also outperform other companies in key metrics spanning the entire customer life cycle—including greater return on ad spend, higher average order values, and greater customer retention.

Read on to learn how Premier Support can help you unlock experience expertise across your organization by deepening your investment in people and processes.



*Experience-driven businesses have been proven to grow revenue **1.4x faster** and increase customer lifetime value **1.6x more** than other companies.*

— “The Business Impact Of Investing In Experience,” A commissioned study conducted by Forrester Consulting on behalf of Adobe, April 2018.

PREMIER SUPPORT HELPS YOU

## Focus on people *and processes.*

**A**fter investing in technological solutions that will help your organization drive better customer experiences, turn your focus to the people and processes working with these new technologies. To offer your employees reliable support—and to give your whole organization the benefit of proactive planning—consider an investment in Premier Support.

This services-driven offering brings designated, streamlined guidance and support from Adobe experts, designed to help your team make the most of the technological investments you've made—and to help you meet your ultimate goal of creating and delivering improved customer experiences. In this article, you'll learn how Premier Support will help you do the following:

1. **Empower your people** to adjust to new technologies and systems, planning and growth.
2. **Power up your processes** to help digitally transform your business.

## EMPOWER YOUR PEOPLE

# 1. Evolve your teams and *build expertise.*

**W**hen you introduce new technological solutions, you also introduce new challenges, including migrating your teams onto new systems and getting everyone comfortable with new tools, updates, and capabilities.

Premier Support offers your organization multiple designated contact points who not only know the Adobe technology your team is using, but also get to know your team—so they can resolve issues quickly, without team frustration. Your designated support team provides incident and escalation management, coordination support, incident reports and analyses, systems reviews, and enablement.

***“Customer experience pros at experience-driven businesses are more likely to name leadership commitment as an important challenge. That’s because they **are more mindful of the importance of senior leadership and organizational alignment** as they set more ambitious customer experience-related goals.”***

— “The Business Impact Of Investing In Experience,” A commissioned study conducted by Forrester Consulting on behalf of Adobe, April 2018.

# Services:

## Release Preparation & Review

When you join the Premier Support program, you'll have access to ongoing release notes—and receive tailored release information based on your team's unique needs. You'll also learn how to troubleshoot the solution and run your own maintenance activities.

You'll also receive these benefits:

- **Invitation to workshops and demos on new features**
- **Impact analysis and guidance**
- **Customer release and deployment plans**





## EMPOWER YOUR PEOPLE

# 2. Guide your teams to *improve product adoption.*

**P**remier Support assigns every customer a technical account manager (TAM) in charge of proactively improving operations and sharing best practices with your team. Your TAM also provides technical coaching to help your team maximize the power of the tech solutions you've invested in—and build complex skills that drive their careers forward.

Your support team also includes a designated support/customer care representative and field services consultant who'll work with your teams to offer robust support in configuration and minor enhancements, and to help you identify growth opportunities. Finally, you'll also have access to our Adobe platform experts who can offer deep solution and integration expertise.

Through bimonthly updates via phone with your whole support team, the lines of communication stay open and clear. On each call, your designated team will perform these steps:

- **Review open tickets.**
- **Deliver project updates.**
- **Provide guidance and recommendations for your next steps.**

*"Our Technical Account Manager has a very **positive outlook** and has provided significant inputs with regards to **proactive/reactive support** to our team."*

— Dennis Xie, Vice President, J.P. Morgan Chase

## Services:

### Knowledge Transfer

Benefit from an ongoing knowledge transfer from Adobe experts to your team to improve your knowledge management infrastructure. Our product experts also provide structured guidance to help improve your team's performance.

You'll also receive these benefits:

- **Themed, expert-driven sessions**
- **Consultative technical Q&A**
- **Guidance and best practices across all three experience pillars**
- **Help in applying key learnings and avoiding common pitfalls**
- **Support in product adoption initiatives**

## POWER UP YOUR PROCESSES

### 3. Develop roadmaps for *long-term success.*

**A**s you start to explore what kinds of processes you may need to implement to drive stronger customer experiences, your first step should be a large-scale review. Forrester recommends that you first “identify and remove the systems, processes, and policies that prevent employees from delivering great CX.” Then, “perform ongoing health checks and continuously monitor, report, and renew your strategy and goals.”

In order to reimagine and restructure your processes, you need a shared vision, across every team and employee, about what your organization is truly working to accomplish. When you all share the same end goal, you'll be able to develop a clear roadmap to that goal more easily. Premier Support helps you meet your goals with a yearly environment assessment, product roadmap reviews, and knowledge transfer.

*“Chang[e] the **organizational habits** that undermine customer experience.”*

— “The Business Impact Of Investing In Experience,” A commissioned study conducted by Forrester Consulting on behalf of Adobe, April 2018.

## Service:

### **Environment Assessment**

Premier Support proactively assesses your existing technical environment against your KPIs and industry best practices—so you can make better business moves and realize greater value.

The assessment process includes the following:

- **A review of your solution deployment, configuration, and architecture, including integrations**
- **Reviews of your current support and performance benchmarks**
- **Solution capability, tool utilization, and performance analyses**
- **A closer look at your operational processes and procedures**
- **Identification of risks and mitigations for product deployment**
- **Recommended standards to improve both use and performance**

## Service:

### Product Roadmap Review

Work with an expert to align your product roadmaps to the existing Adobe solution roadmaps, and get expert advice on how to track progress, mitigate risk, and stay ahead of the curve.

Your roadmap review process includes these benefits:

- **Access to Adobe product roadmaps, including EOL, key features, and more**
- **Expert help in identifying gaps and recommendations for alignment**
- **Assessment of your current business goals and risks for alignment**

### POWER UP YOUR PROCESSES

## 4. Establish processes for *product enablement, event readiness, deployment, and more.*

**A**s you update your processes to drive stronger customer experiences, make time for regular reviews of those processes to make sure they run smoothly. Especially when new employees join the team or you experience technology updates, take a step back, review the big picture, and

make sure no one feels lost or out of place. With Premier Support, you'll have expert assistance and guidance as you build a process for announcing, training, and preparing for new releases. Premier Support also offers implementation analysis and operational assessments to mitigate risk—and help you create cohesive, logical workflows.

## Service:

### **Event readiness**

Gain support to help you drive business success. Experts will help your teams prepare for product launches, go-lives, migrations, global sporting events, and high-value marketing experiences like Black Friday.

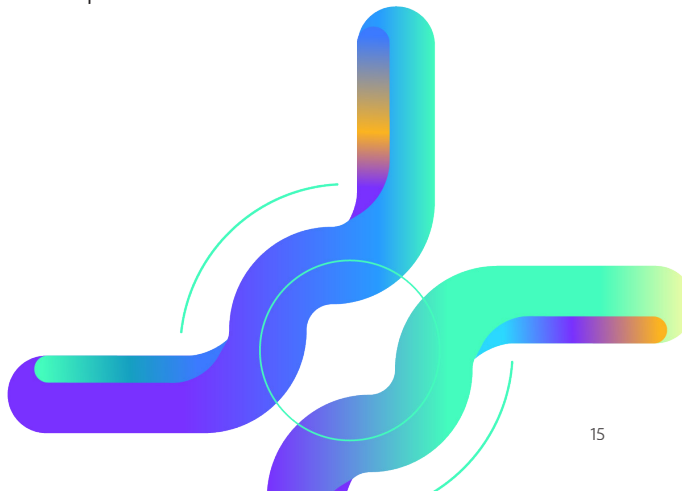
With event readiness, you'll work with experts to achieve the following:

- **Capture event roadmaps for diverse activities.**
- **Thoroughly prepare for events.**
- **Review volume/load forecasting, event action plans, and resource requirements.**
- **Define support protocol for critical periods.**
- **Coordinate with internal Adobe teams.**
- **Share event summaries and key learnings.**

# Make experience investments *that pay off.*

Customers simply expect more in the era of experience. They want to feel understood and respected by the companies they give their time and money to. That's why deeper commitments to your own employees and processes are critical to your success as an experience-led business. After all, according to Forrester, experience-driven businesses have been proven to have "happier employees and superior performance across the customer lifecycle." When you commit to your people and processes as much as you do to customer experience, you make more happen with your Adobe solutions investment.

Premier Support helps you in this process by bringing full, designated support across your organization—so everyone and every process can work together to create better experiences.



# Let's get to work.

Learn more about what Premier Support can bring to your business.

[Start now](#)

## Sources

["The Business Impact Of Investing In Experience,"](#)

A commissioned study conducted by Forrester Consulting on behalf of Adobe, April 2018.

["The Total Economic Impact Of Adobe Experience Cloud,"](#)

A commissioned study conducted by Forrester Consulting on behalf of Adobe, December 2018.



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