

Getting to digital customer experience.

Let Adobe Customer Experience Services help you tackle the next wave of the digital transformation: serving amazing experiences.



Customer experience excellence starts here

Whenever brands deliver amazing customer experiences, amazing results follow. Just ask AAA Northeast, who saw 11 times the return for every dollar they spent on new digital customer experiences. Or Nissan, who drove email open and click rates 200 percent higher with personalized newsletters. Or Argos, who doubled their online sales when they focused on optimizing the customer journey. Using Adobe marketing solutions, each of these brands did more than meet their customer experience goals, they wildly exceeded them. And with the right KPIs and actions, you can too. If you're not quite sure where to start, our Customer Experience (CX) Services program was created to help.

With our Customer Experience Services program, your leadership team and our digital experience experts work together to uncover the KPIs that will maximize your success and build a strategic roadmap to exceed your goals.

CX Services were created to help Adobe customers increase time-to-value and increase the ROI of their investment in Adobe solutions. We'll work with you to identify relevant KPIs for your organization based on your digital experience goals, then provide you with strategic direction on how to take action.

We start by interviewing you and your teams to uncover key KPIs and align on the goals and metrics you'd like to improve.

Once we understand your goals, we'll administer a series of assessments to measure your organization's maturity in the areas of digital performance, customer journey, digital capabilities, and organizational structure. With research and Adobe Customer Experience solutions assessment results in hand, we'll conduct an on-site workshop to discuss short- and long-term strategic

recommendations, and deliver a short-term digital strategy roadmap.

As part of our initial strategic review, we'll administer an Adobe Digital Insights (ADI) assessment. ADI aggregates Adobe Analytics data from more than 5,000 companies who use Adobe Experience Cloud worldwide to analyze activity on websites, social media, and digital advertising. (Customers with Adobe Analytics and any other Adobe marketing solution that includes Analytics, and are also a part of the Adobe Device Co-op Program, are eligible).

Review this guide to get more in-depth descriptions of our CX Services program's analyses, and assessments, a timeline of when they should occur, and the strategic deliverables you'll receive along the way. Adobe offers many different types of strategic services, and depending on the needs of your business, our experts will recommend the right combination of assessments and reporting designed to meet your business needs.

"We were on an aggressive time-frame. Had to start showing ROI, had to have a story for the executives, so they could see this investment was worthwhile. Knowing I wasn't going to find the people I needed in time, I added the Adobe Customer Solutions team. And that team has been phenomenal."

— Cindy Nowicki, Director of Digital Acquisition and Paid Media Operations, ServiceNow

See full testimonial video at adobe.com/customerstories.

Getting to know your organization

Discovery | Weeks 1 to 3

[What to expect: use case identification, alignment on approach, kick off call](#)

Within the first 90 days of sign up, we'll conduct research to learn about your existing business goals and strategy. We'll start by gathering information we already have about your organization, for example, from previous consulting work, maturity assessments, adoption scores, and more. We'll then take a look at secondary sources, such as your website, industry insights, and your financial reports. This research will help us identify business issues within your organization, so we can focus on use cases that would be beneficial to your business.

We'll build a hypothesis tree to prioritize the use cases as low, medium, or high based on business impact and your ability to

accomplish them with your current Adobe solutions. Use cases are vast and varied, but could include things like testing website retention messaging, improving account registration, or digitizing documents. Note that the hypothesis tree is a starting point, and is likely to pivot as we gather insight throughout the engagement.

After the use case prioritization is completed, we'll conduct a kick off call to align with you on project goals, scope, stakeholders, and scheduling for the coming weeks.

Measuring against industry norms

Digital Performance | Weeks 3 and 4

[What to expect: ADI benchmark report, improvement strategy](#)

If you're not already familiar, Adobe Digital Insights (ADI) conducts research on digital marketing trends across industries. Our research is based on anonymous, aggregated data from companies worldwide that use Adobe Analytics.

After you've opted in to allow us to access your Adobe Analytics report suites, we'll assess your organization's website performance. We'll measure metrics such as pageviews, time spent on site, bounce rate, conversion rate, and many others. The results will be generated into a final benchmark report.

Using the benchmark report, we'll analyze your performance compared to your competitors to identify opportunities for improvement, then tap into your Adobe Analytics solution to further analyze results found in your report. Through this process, we'll identify actionable insights for improvement.

Note that during this process, we will not collect your customers' personally identifiable information (PII), include any visitor clickstream data in our analysis, use any data that would identify you or your competitors, or breach any data confidentiality agreements you make with your customers.

Calibrating the customer journey

Customer Experience | Weeks 3 to 6

[What to expect: audience and CX journey reviews, cross-channel journey analysis, journey map recommendations](#)

According to Gartner, over 80 percent of organizations expect to compete on customer experience (CX) in 2019. That means now is a great time to make sure your CX efforts can rise to the occasion.

We'll start by administering a CX heuristics assessment, which will measure the customer journey across your different web properties. Measurements include several different digital functions, such as your mobile experiences, website functionality, SEO, and more. We'll benchmark your results against three or four of your competitors to illustrate your performance compared to your industry.

We'll conduct an audience review in order to analyze your organizations audience, personas, and segmentation data, which will help us identify high value customers you should target to improve business performance.

Finally, we'll use the results of all these assessments, reviews, and analysis, to develop customer journey map recommendations which will include both short-term quick wins and long-term heavy lifts.

Surveying digital savviness

Digital Capabilities | Weeks 1 to 6

[What to expect: business review, product adoption review, digital maturity assessment, improvement recommendations](#)

The higher your level of digital maturity, the higher your financial performance. In fact, Deloitte says that organizations that are highly mature are three times more likely to report earnings that are significantly above average. We'll help you discover your organization's maturity level.

Through a stakeholder interview process, the business review analyzes your business goals, marketing strategy, organizational structure, governance, content management, measurement, and optimization strategy. We'll then conduct a product adoption review, analyzing your product adoption scores to understand areas of improvement.

After analyzing your review and survey results, we'll deliver a digital maturity assessment with recommendations on how to strengthen your digital experience teams, improving your processes and strategies, and technologies you should consider.

Consolidating analyses and assessments

Synthesize Findings | Weeks 4 to 9

What to expect: value mapping or opportunity analysis, onsite workshop, executive readout, customer experience roadmap

As a final step, we'll conduct a value mapping and opportunity analysis to prioritize your opportunities, fine-tune your customer journey mapping, and align your operational and technology capabilities.

After your organization has finished collaborating with us to uncover your current state of business through targeted assessments, reviews, and analyses, we'll conduct an onsite workshop to provide you with a digital executive readout and a complete digital experience roadmap.

"The thing that makes me super-energized is when you start getting teams connecting together. We get products and technology in the room with digital specialists and data specialists and start seeing some real magic happen."

—Giles Richardson, Vice President, Digital Journeys, T-Mobile
See full testimonial video at adobe.com/customerstories.

The Right Experience Strategy

Adobe Experience Cloud solutions can help you deliver digital experiences. But it takes knowing what they can do for your unique organization before you can reach your full potential. Adobe's CX Strategy Services can shine a light on the KPIs and actionable insights you need to get there.

"Pre-Adobe, I had a team that was highly stressed out. Now I have a team that, because we've been able to lift the burden of doing a lot of these tasks, they come in with new ideas and strategic insight. It has measurably improved the happiness on my team."

— Deirdre Walsh, Director of Marketing and Communications,
Silicon Labs

See full testimonial video at adobe.com/customerstories.

Ready to get started? Let's talk.

Get in touch with our digital experience experts today to get started.

[Contact us >](#)

Sources

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