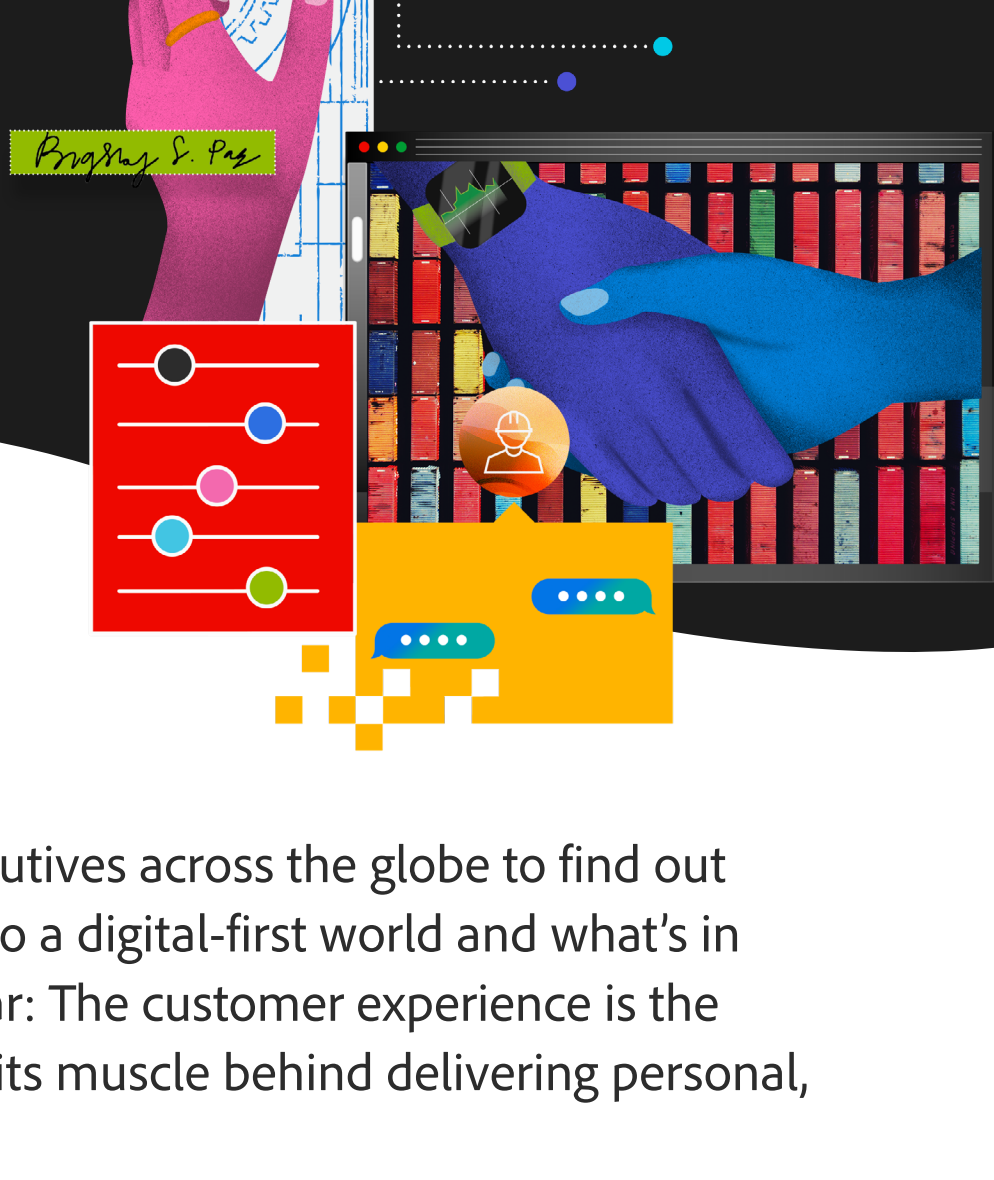


Bringing high-tech digital trends into focus.

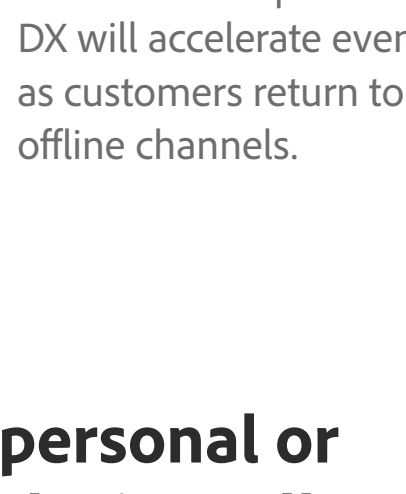
How the customer experience is defining tech initiatives for 2022 and beyond.



We surveyed 442 technology executives across the globe to find out how well high tech is responding to a digital-first world and what's in store for 2022. The message is clear: The customer experience is the epicenter, and high tech must put its muscle behind delivering personal, customer-led journeys.

High tech takes its cues from consumers.

In-person experiences may be picking up, but there's no going back to a pre-pandemic state. Consumers now have the option to crisscross channels online and offline in myriad ways—and they will.



of high-tech respondents believe the emphasis on DX will accelerate even as customers return to offline channels.

43% of high-tech respondents say both better targeting with structured, highly customized campaigns and the ability to scale account management activities for larger deals are critically important.

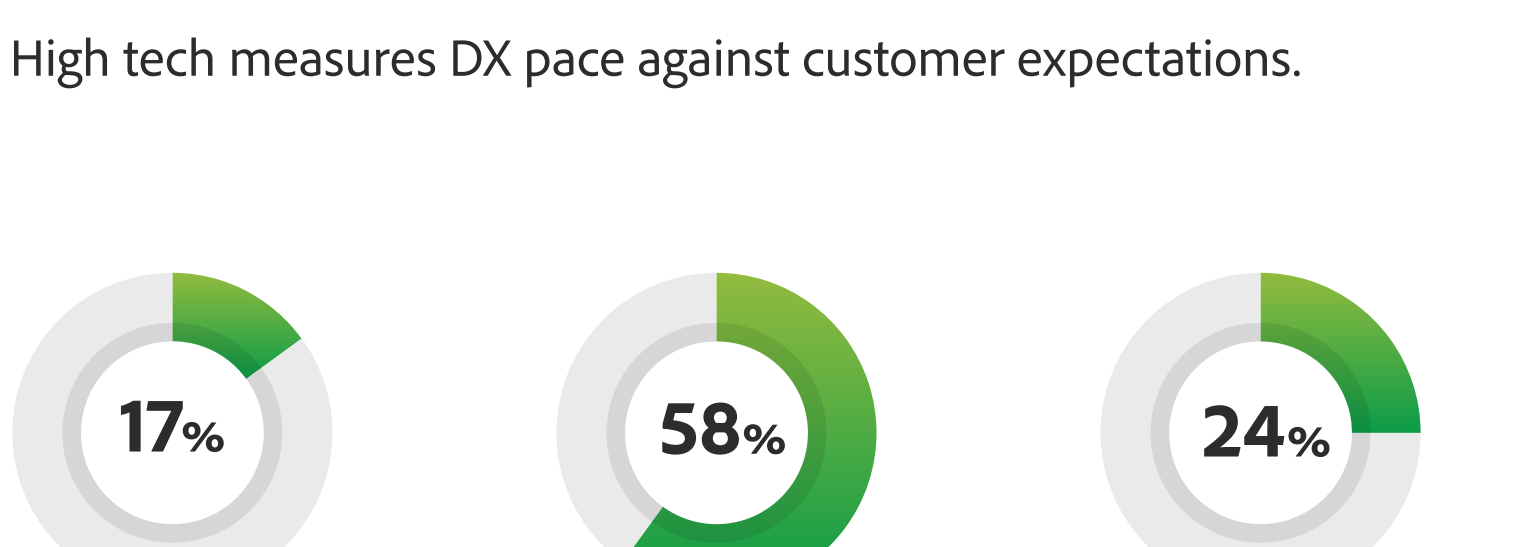
Make it personal or don't make it at all. This requires a well-tuned data and insights machine, as well as content management and journey orchestration to help you act on that data in real time.

“Content, community, and offerings have to be personalized. The consumer must have the same experience along the various touchpoints with you no matter if it's online or offline. You have to be able to master the complexity of technology—but even more important is that you manage the cultural transformation that is coming with the digital transformation.”

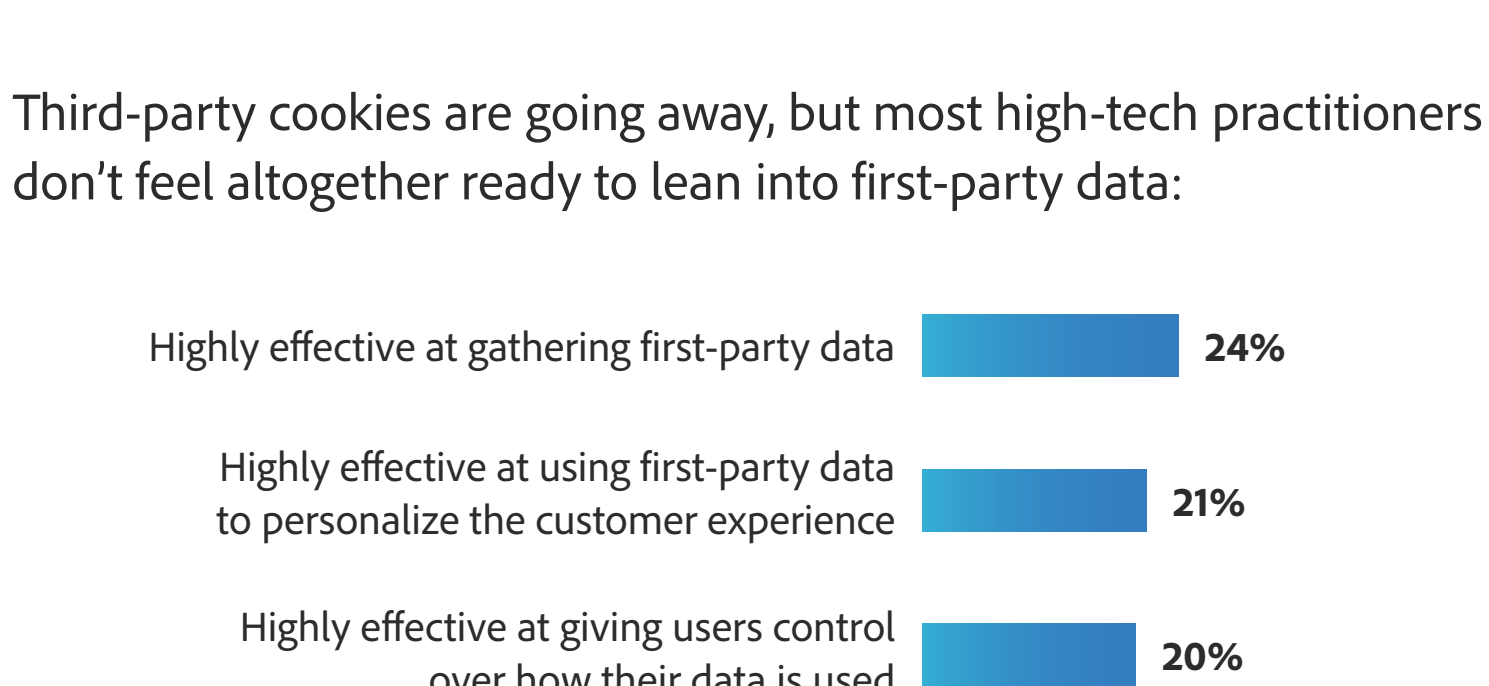
Michael Nilles
Chief Digital and Informational Officer
Henkel

High tech doesn't necessarily mean head start.

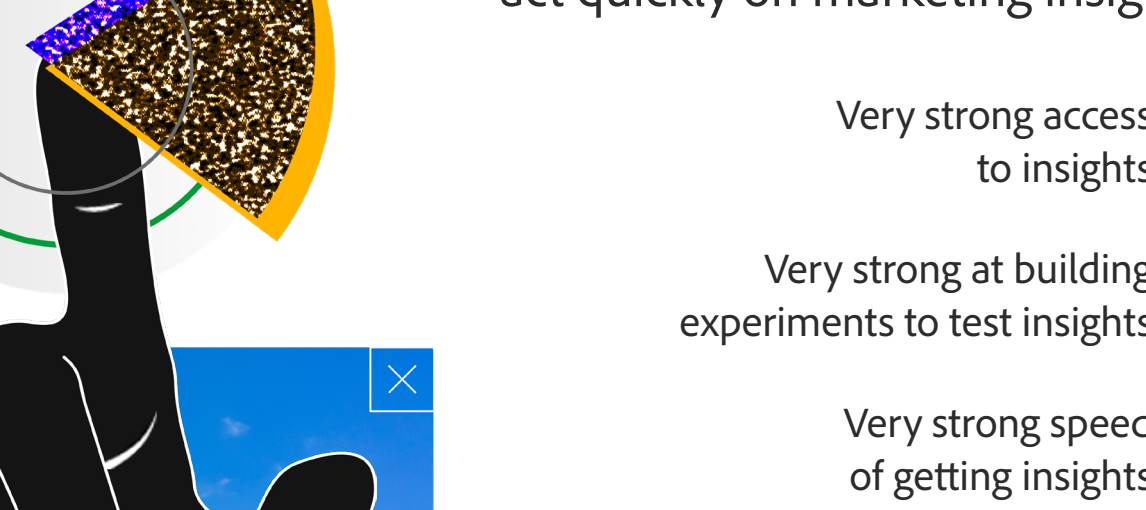
High-tech respondents cite the following barriers to creating personalized customer experiences at scale.



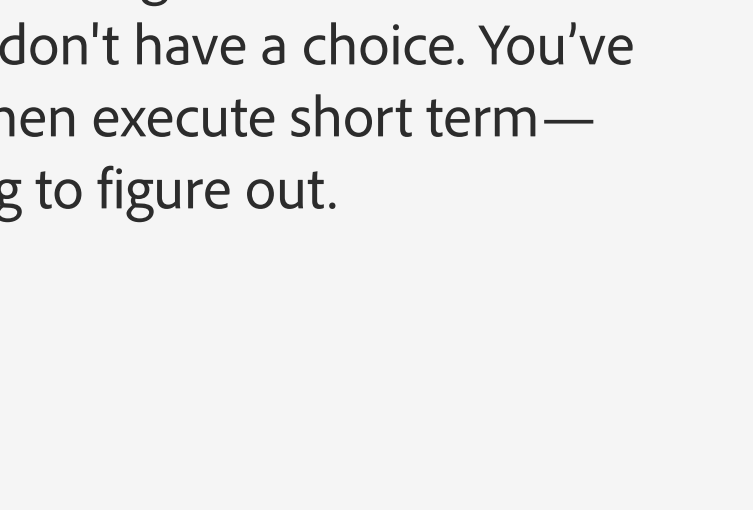
High tech measures DX pace against customer expectations.



Third-party cookies are going away, but most high-tech practitioners don't feel altogether ready to lean into first-party data:



High-tech practitioners are also less than optimistic about their ability to act quickly on marketing insights:



“When it comes to thinking about the future, we are thinking five years ahead. The world is changing so dramatically, and some of the things that we need to do take so much time that you don't have a choice. You've got to think long term, but then execute short term—and that's what we are trying to figure out.”

Ajit Sivadasan
Vice President
Lenovo

Five ways to exceed customer expectations.

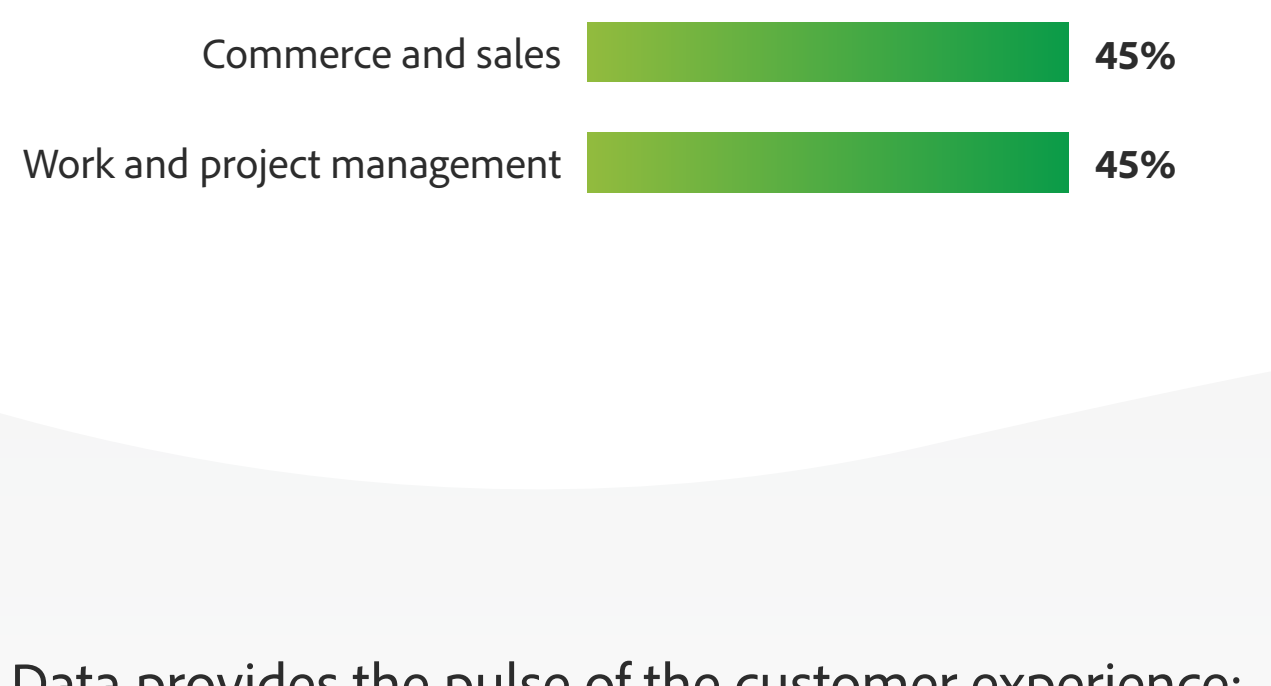
Tech laggards have the most catching up to do in innovation and the least distance to make up in collaboration. Across the board, there's room for improvement.

Technology on a 10-point scale			
	Lags	Keeps pace	Ahead
Agility	5.8	6.7	7.6
Innovation	5.6	6.9	7.7
Collaboration	6.2	6.8	7.8
Talent	5.6	6.5	7.7
Diversity	5.8	6.9	7.7

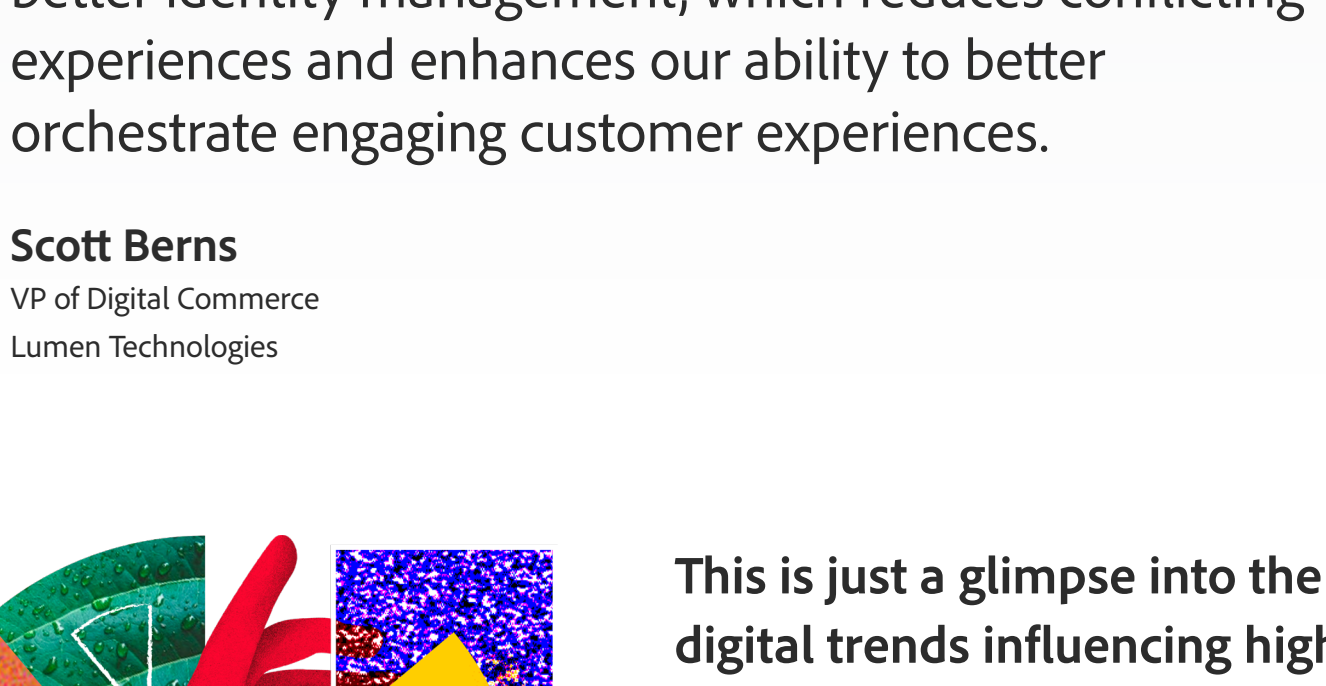
High-tech priorities for the future.

High tech is turning to software solutions to help improve operational efficiency and create better customer experiences in the year ahead.

High tech's operational priorities for customer experience in 2022:

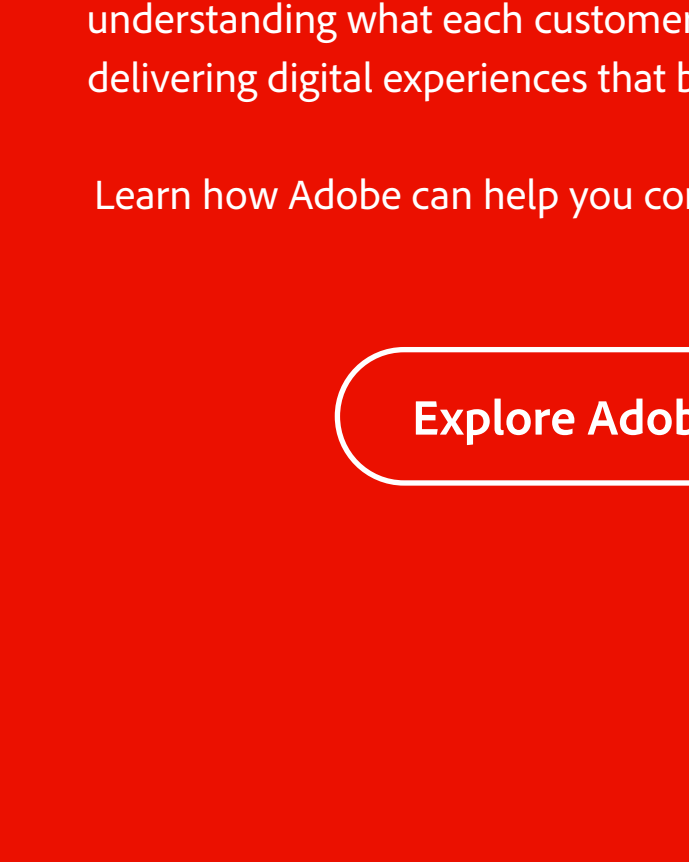


High tech's top technology priorities in 2022:



“Data provides the pulse of the customer experience; the more complete picture we have of our customers at both the individual and account levels, the better we can tailor our communication. Having a unified account profile that's updated in real time opens the door to better identity management, which reduces conflicting experiences and enhances our ability to better orchestrate engaging customer experiences.”

Scott Berns
VP of Digital Commerce
Lumen Technologies



This is just a glimpse into the digital trends influencing high tech. View additional survey data in the [full industry report](#).

How high tech can get high marks in customer experience.

High tech must focus its efforts on putting every customer interaction in context, understanding what each customer needs right now, and then quickly designing and delivering digital experiences that build customer loyalty and drive business success.

Learn how Adobe can help you consistently deliver the right experience every time.

[Explore Adobe solutions for high tech](#)

