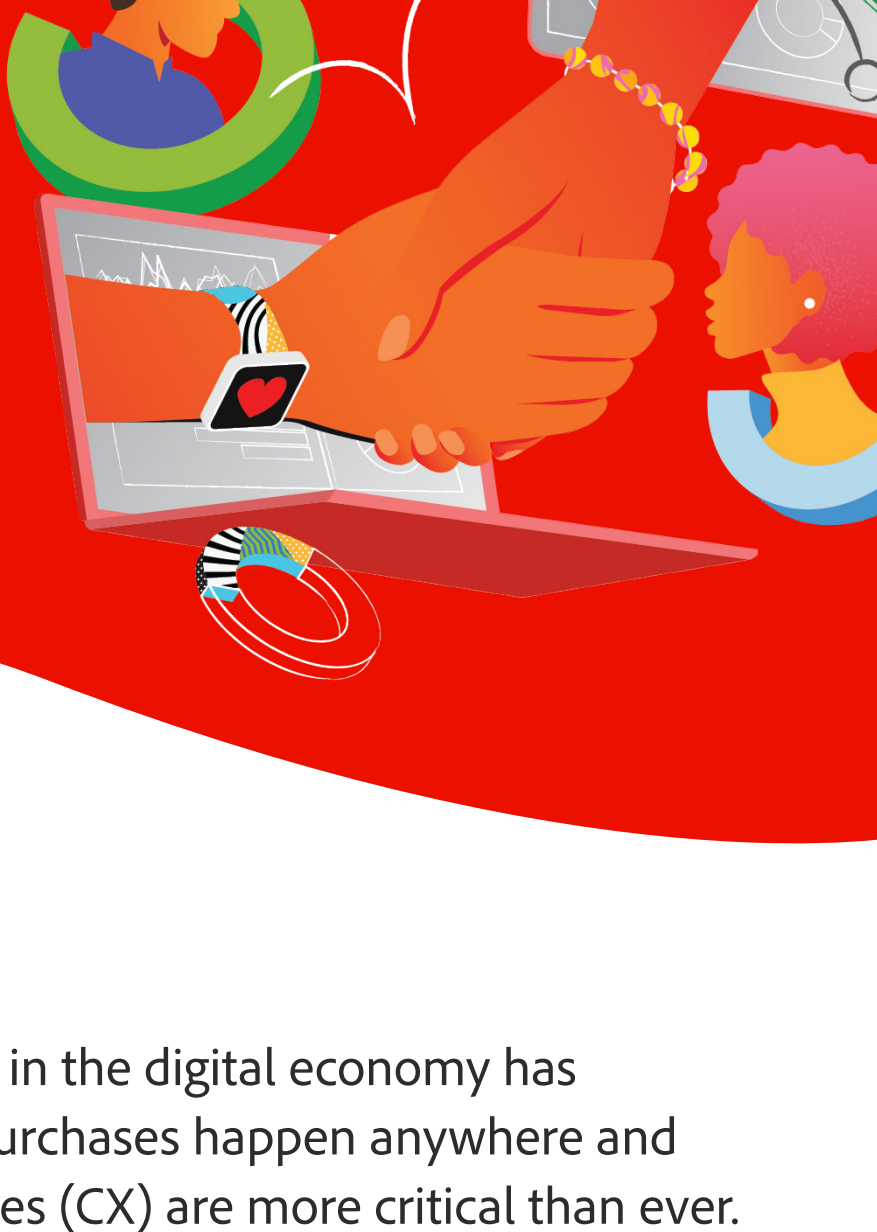


Why high tech needs high trust.

Building and scaling digital customer experiences with trust and personalization in the digital economy.



CX is the new ROI.

For high-tech companies, building trust in the digital economy has changed. Handshakes are now clicks. Purchases happen anywhere and anytime. And great customer experiences (CX) are more critical than ever. But building the trust it takes to create great CX is more complicated than ever as well.

Higher customer expectations aren't a passing trend. To stay ahead tomorrow, companies in the high-tech industry must prepare to meet them today.

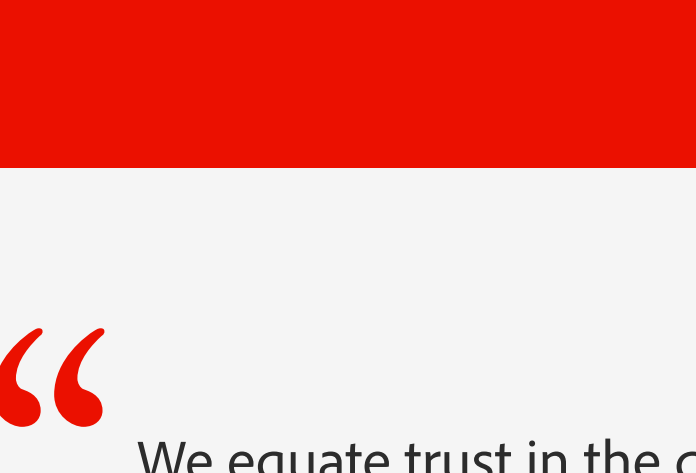
“ To gain—and often regain—trust, high-tech companies need to build a culture of transparency internally. They need to communicate with their customers, think deeply about data and privacy implications along the way, and roll out new products and features that reflect this transparency at every step.

Jill Steinhour
Global Director, Industry Strategy, High Tech
Adobe

We recently asked digital leaders about what it takes to earn trust. From data privacy and transparency to automation tools, the *2022 Adobe Trust Report* highlights the challenges they face—along with the opportunities they see to create more trust and better customer experiences. Here is some of the compelling research from that report, along with insights from digital leaders in the high-tech industry.

Putting a premium on trust.

In an industry where customers have more choices and higher expectations than ever, the need for trust has never been greater. So are the opportunities for failure.

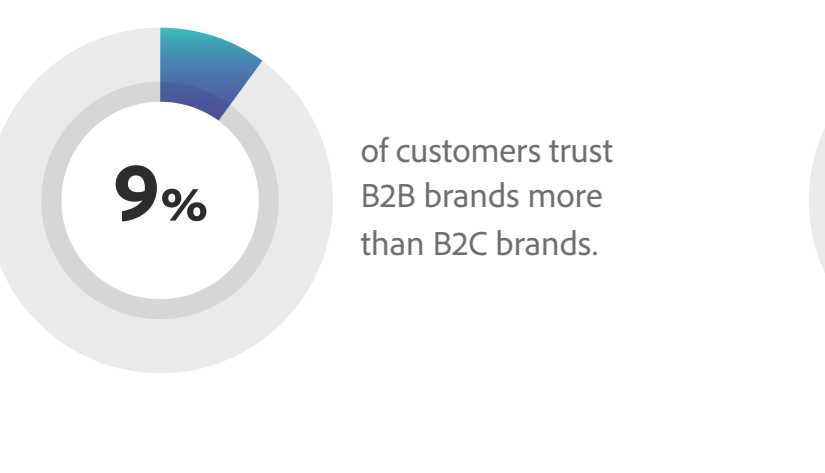


“ I think building trust in the digital age with customers is about several things. One, customers really want to work with you on their terms. That means giving them more choice and control over how they interact with us digitally. Two, customers want our products to work as promised. Three, our brands need to be authentic and stand for something our customers truly value.

Scott Horst
VP of Brand
Lumen

Build trust with better data transparency.

Data is the lifeblood for personalized experiences. It's also the foundation for trust. And customers now demand more simplicity and transparency about how brands manage their data.

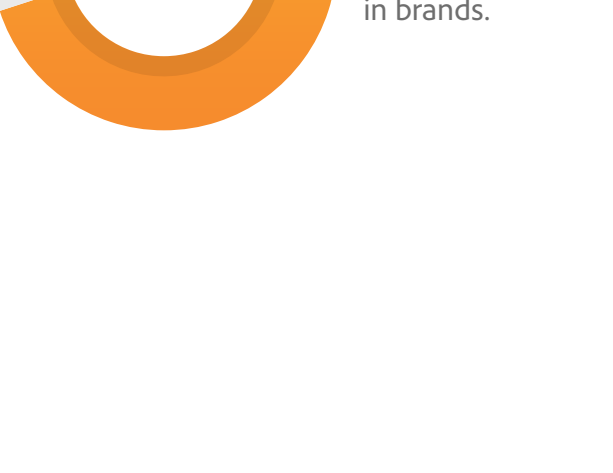


“ We equate trust in the digital age with transparency. That's the biggest factor and difference-maker. Especially today with increasing privacy rules, laws, and regulations. We're also facing a changing future of cookie technology and opt-in and opt-out terms altering the experiences and personalization we can get. That makes transparency more critical than ever.

Bill Kircos
CMO
Honeywell

Reversing the trust deficit.

Poorly personalized experiences, a complicated buying process, and siloed data have eroded trust in the B2B industry.

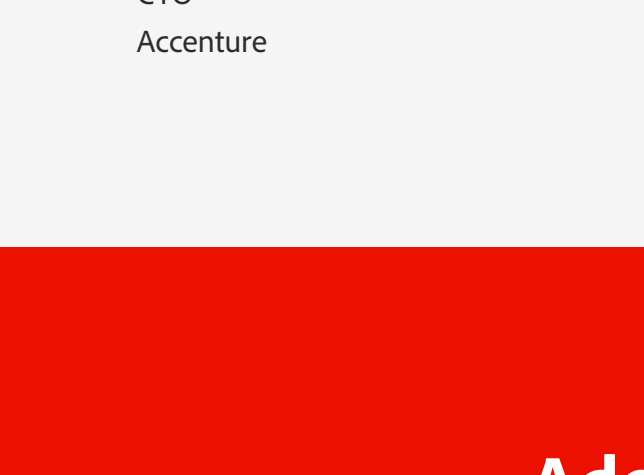
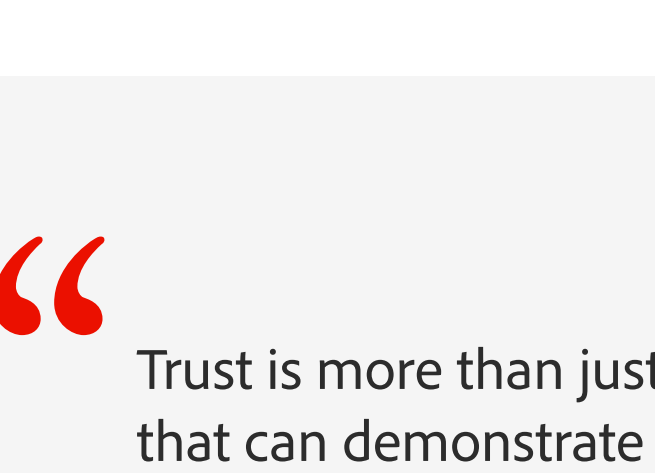


“ Trust in high-tech companies has plummeted in recent years—fueled largely through data misuse by social media organizations who many customers consider the forefront of high tech. Combine this with poorly personalized purchasing experiences caused by siloed data among B2B companies, and you've got a lack of trust. And because trust is lacking, high-tech companies will inevitably struggle to build the relationships they need to generate sales.

Jill Steinhour
Global Director, Industry Strategy, High Tech
Adobe

Building high-tech trust with high-touch personalization.

As personalization rises, so does trust. The opposite is also true. That's why high-tech companies should view personal experiences as a trust multiplier.



“ Personalization is important to any customer. I always tell people to think about their own interactions with a customer or brand they love—10 times out of 10, it's going to be a personal experience they had. Creating those experiences is critically important, but the path to getting there isn't just to attract and sell to a customer. It's to make sure there's service, and that the brand experience through and through is as good as it can possibly be.

Bill Kircos
CMO
Honeywell

Trust isn't given. It's earned.

Today, customers—especially younger generations—expect more personalization, and they're more optimistic about the artificial intelligence (AI) ability to deliver. As this trend continues, high-tech companies should look for new ways to tap into the potential of AI to improve their customers' trust—and their experiences.

72% of consumers say they trust AI to improve their customer experiences.

70% of Gen Z and **66%** of millennials are more likely to trust brands that use technology to deliver personalized experiences.

45% of customers are optimistic AI will improve their customer experience in the future. Gen Z customers are even more optimistic, at 63%.

Executives' top two priorities for earning customer trust:

“ Trust is more than just a buzzword. Those companies that can demonstrate trust are going to be able to develop better services, better experiences, and get better information to then tailor things for customers.

Paul Daugherty
CTO
Accenture

Adobe can help.

In the digital economy, the time to meet customer demands is now—and the opportunities to build trust won't wait. With [Adobe Experience Cloud](#), you can improve your marketing agility and build personalized experiences at scale that increase customer trust while also protecting customer data. Adobe offers a suite of products that includes [Adobe Real-Time Customer Data Platform](#) and [Adobe Experience Manager Sites](#), which let you easily manage and use B2B and B2C data across any channel and deliver personalized content faster with AI.

Read the full [2022 Adobe Trust Report](#) to discover even more ways leaders are using data, technology, and personalization to earn trust in the digital economy.

[Learn more](#)