



2023 Digital Trends

Work Management in Focus



Introduction

This year's Adobe and Econsultancy *Digital Trends* study reveals how the most successful brands are demonstrating new levels of empathy and creativity in their marketing. These sector leaders are able to land relevant and engaging content and experiences when they matter most to their customers, often at warp speed.

The challenge for many, though, is how to free up their employees' time to be creative, when the rhythm of business is so fast. Meanwhile, talent is being underutilized, as marketers and CX professionals get distracted with low-value, repetitive manual tasks while also trying to plan, develop, and deliver great customer experiences.

In this report, we look at how organizations can better use talent and technology to break down some of the barriers which stand in the way of delivering exceptional digital customer experiences.

Demographics

The Econsultancy x Adobe *Digital Trends* 2023 report captures the views of marketers and CX professionals in agency and client-side organizations around the globe.

[Download the full report here](#)

Global Reach

This report focuses on the perspectives of **client-side marketers and CX professionals**, including:



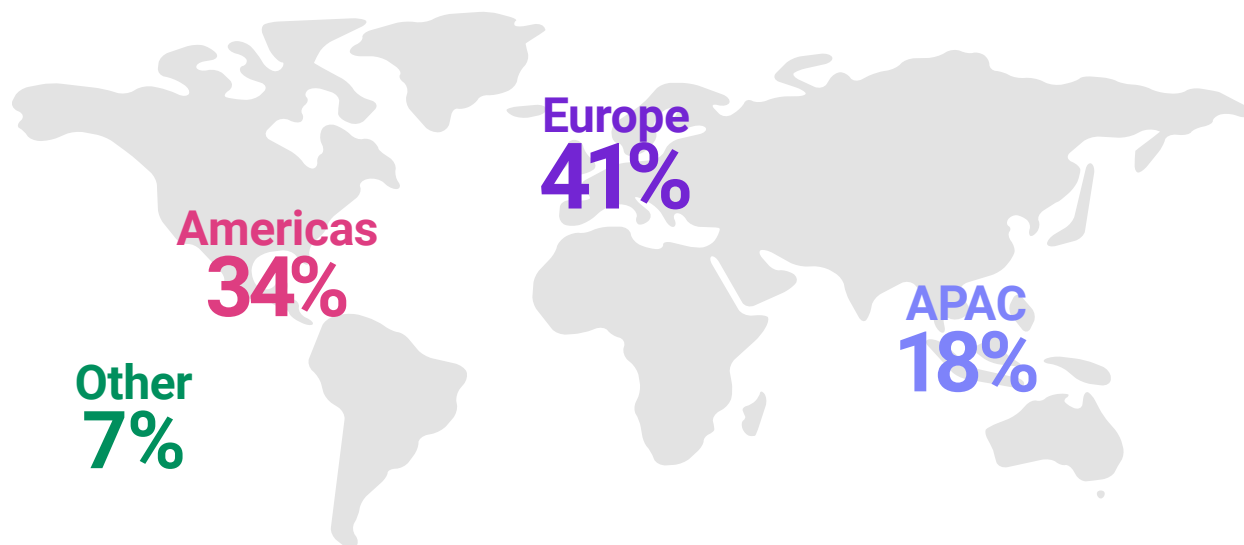
1,023

In C-suite / senior leadership positions

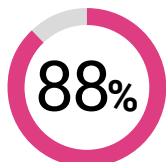


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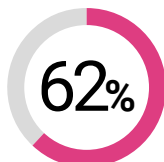
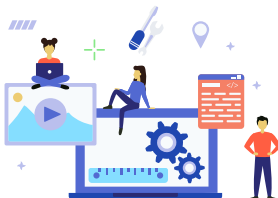
Practitioners, e.g., marketing managers, CX managers



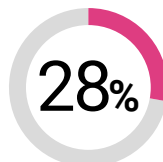
Key Insights



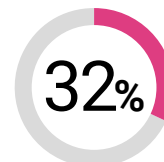
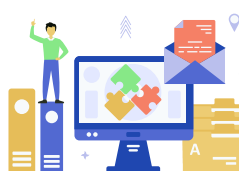
Of senior executives say customer **expectations are constantly resetting** to match their best omnichannel experiences.



Of senior executives concede that their organization has become more efficient, but "at the cost of **time/freedom to be creative** and design amazing experiences".



Of practitioners can **produce and streamline content** that eliminates rework, duplication of effort, and administrative minutia.



Of practitioners work in a personalized, user-friendly application that **integrates with other tools** frequently used.



Lack of time and resources is sapping creativity

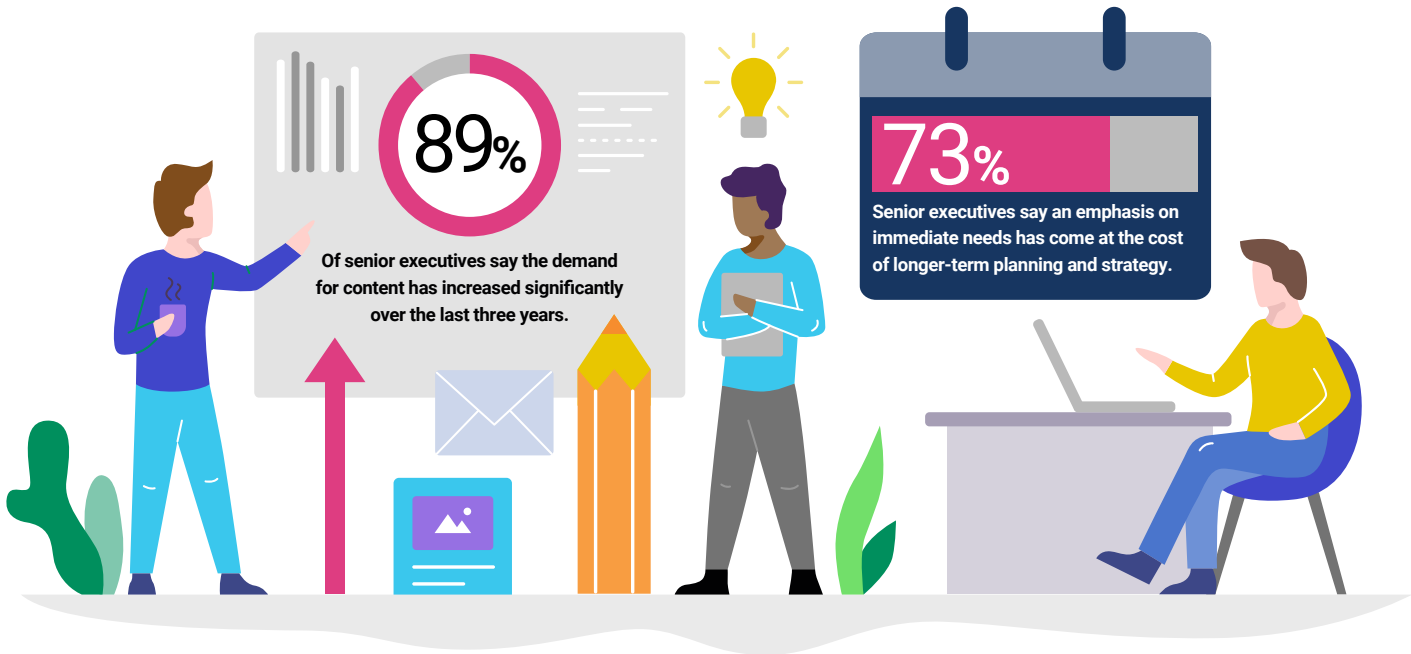
Customer expectations are higher than they have ever been, and marketers and CX professionals are under intense pressure to produce content and experiences that 'wow' – all in real-time and at scale.

While gaps in digital skills are certainly an issue, there's also evidence that employees are spending time on unproductive, low-value tasks because they don't have access to the right technology.

Dipping in and out of spreadsheets and meetings just to keep projects on track, and constantly switching in and out of poorly connected applications is demotivating and wasteful. It also saps creativity.

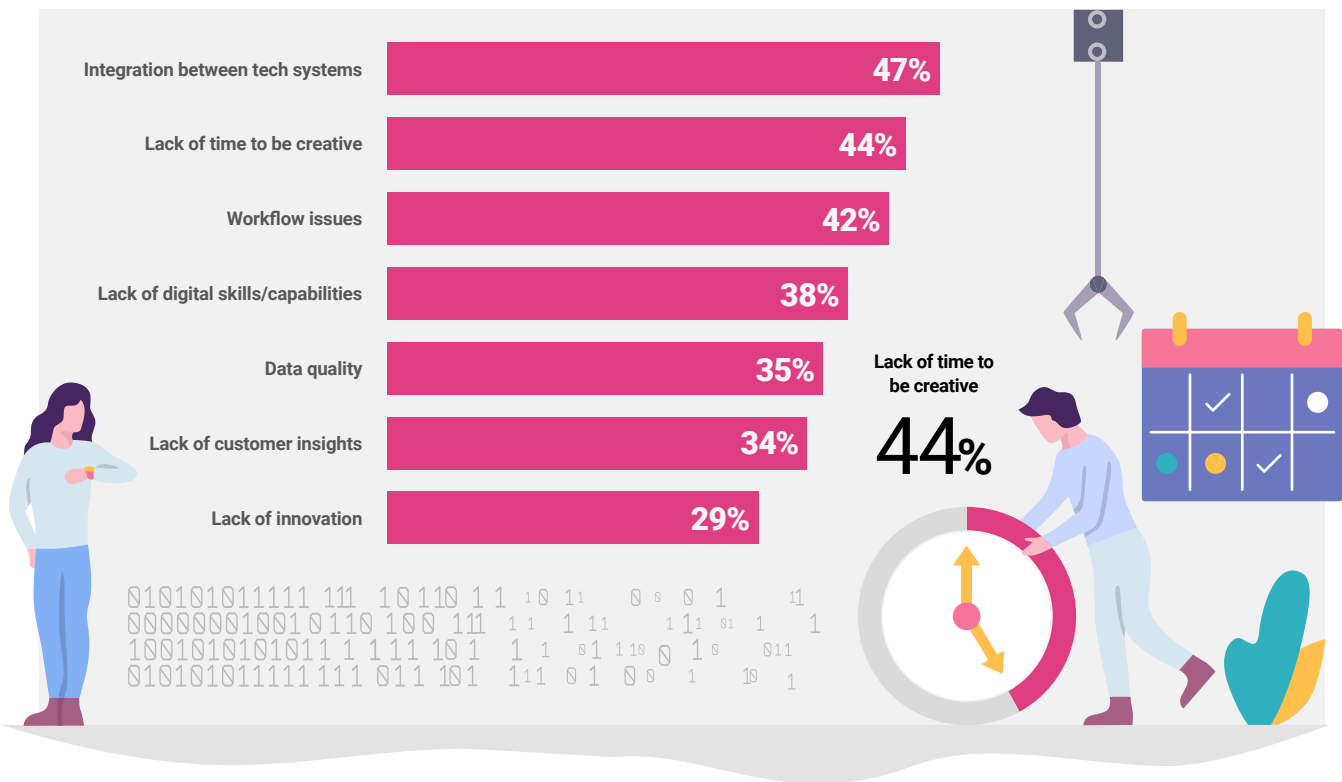
Nearly half of practitioners (44%) say lack of time to be creative is a key internal barrier to marketing and CX.

The Demand for Content



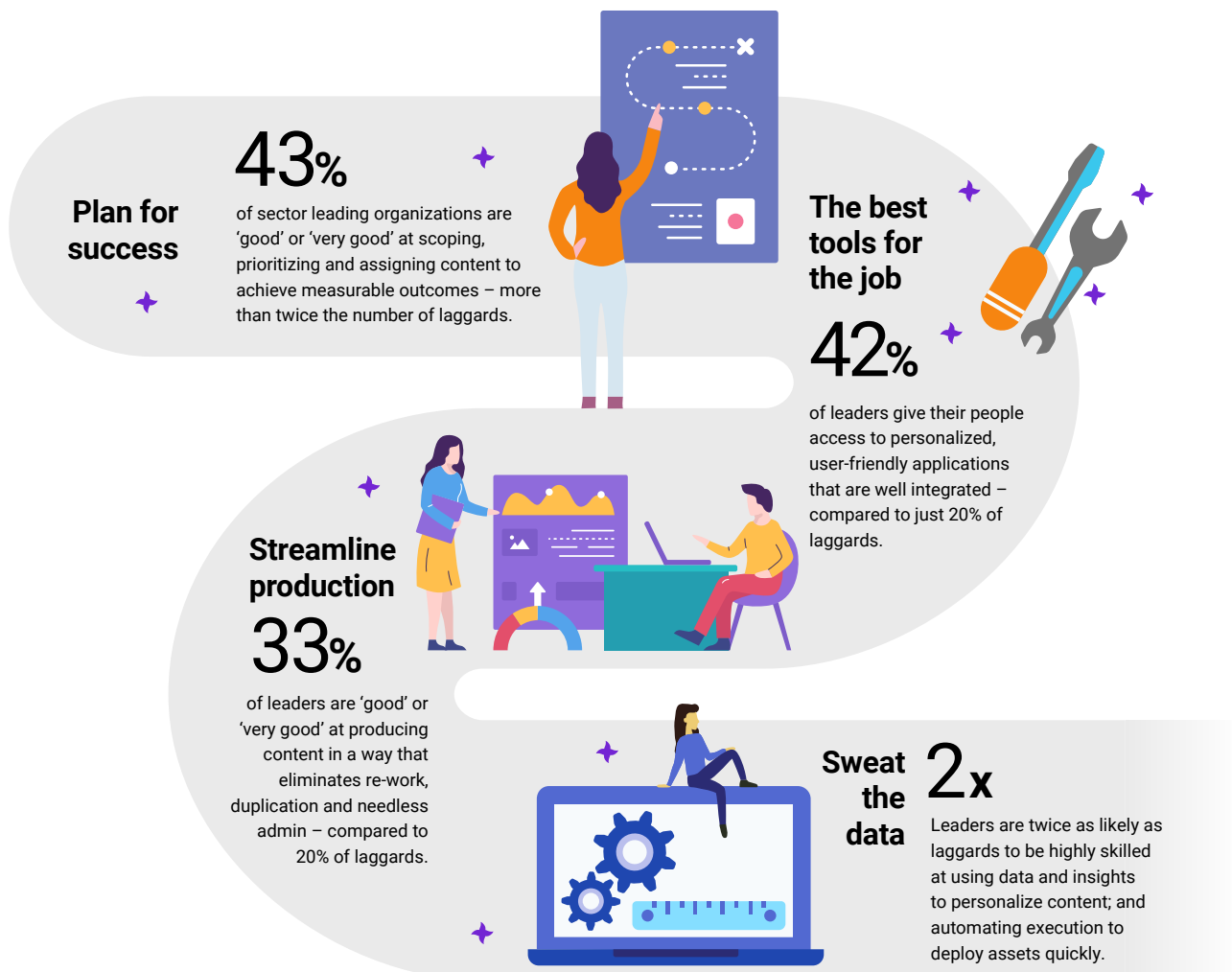
Barriers to Creativity

What is holding your marketing/customer experience organization back, if anything?



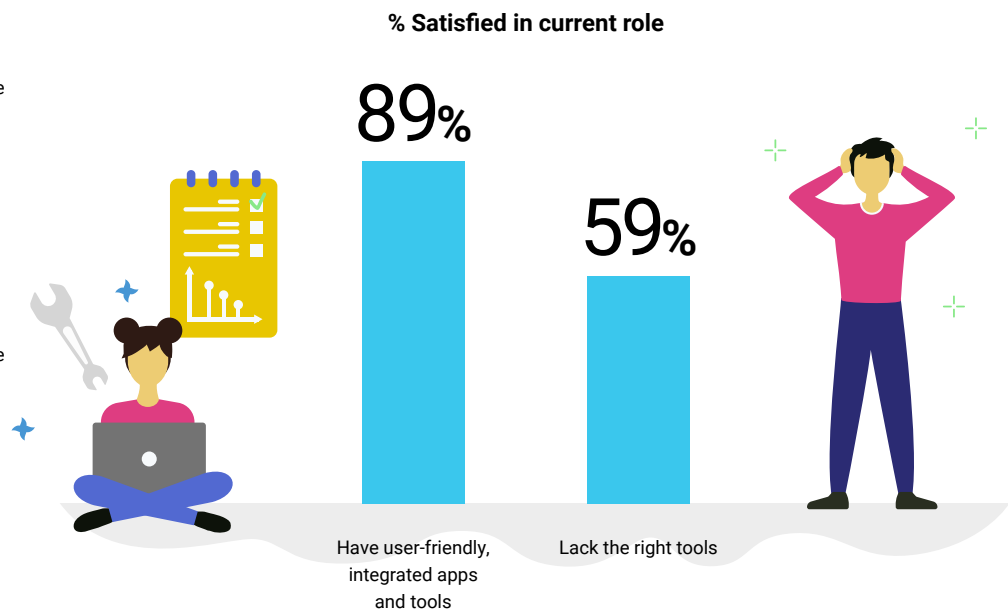
Resources under pressure: Overcoming the barriers to awesome content

Producing amazing content at scale is a challenge even for the best of organizations. But our research has identified four areas where leaders – organizations that outperformed their sector in 2022 – have the edge over laggards.



Better tools, happier teams

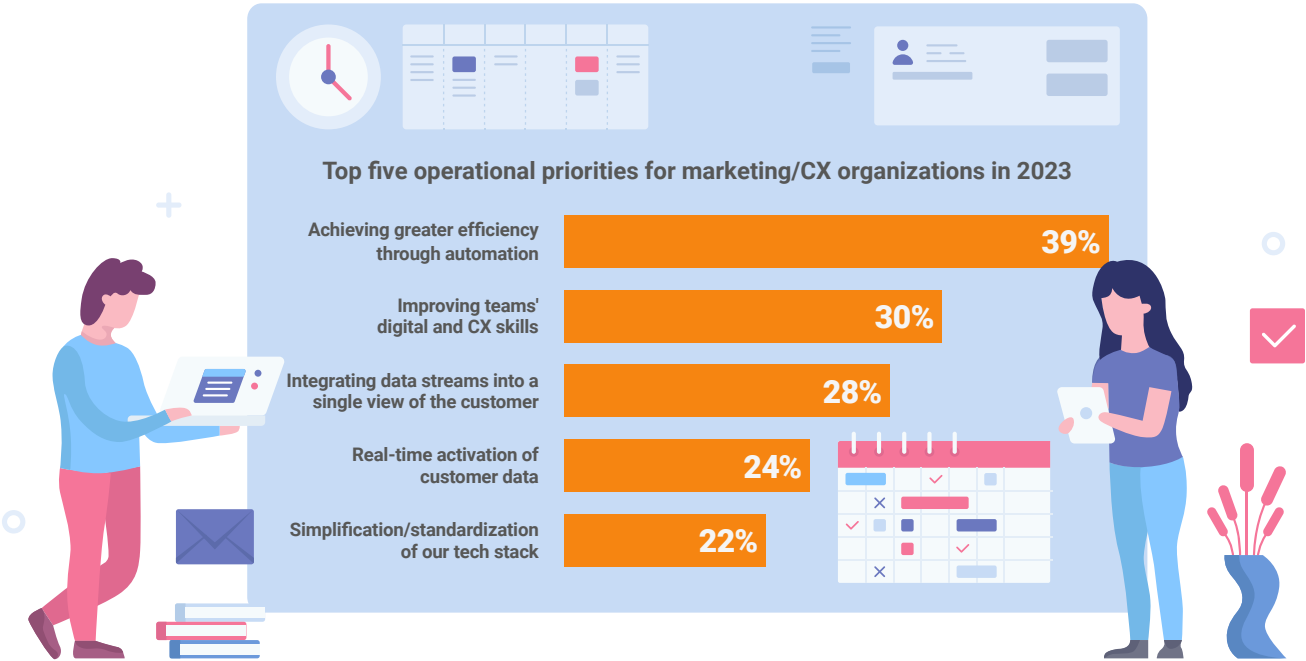
Not being able to get on with the job of creating great campaigns and content is frustrating for people in marketing and CX teams. Practitioners who have access to an integrated, user-friendly application which integrate with other tools they use day-to-day are **51% more likely** to be satisfied in their current role than those that have poor tools.



How technology can help

With many organizations reining in spending and recruitment as they prepare to face economic headwinds, many marketing organizations lack the people and skills to create and deliver the content and experiences they know customers want. Not surprising, then, that improving the digital and CX skills of employees is high on organizations' 'to do' list as they try to do more with the resources they currently have.

But there's also a recognition that technology can help, and top of the list of operational priorities is improving efficiency through better automation. Doing so would free up skilled employees to focus on creating amazing content.



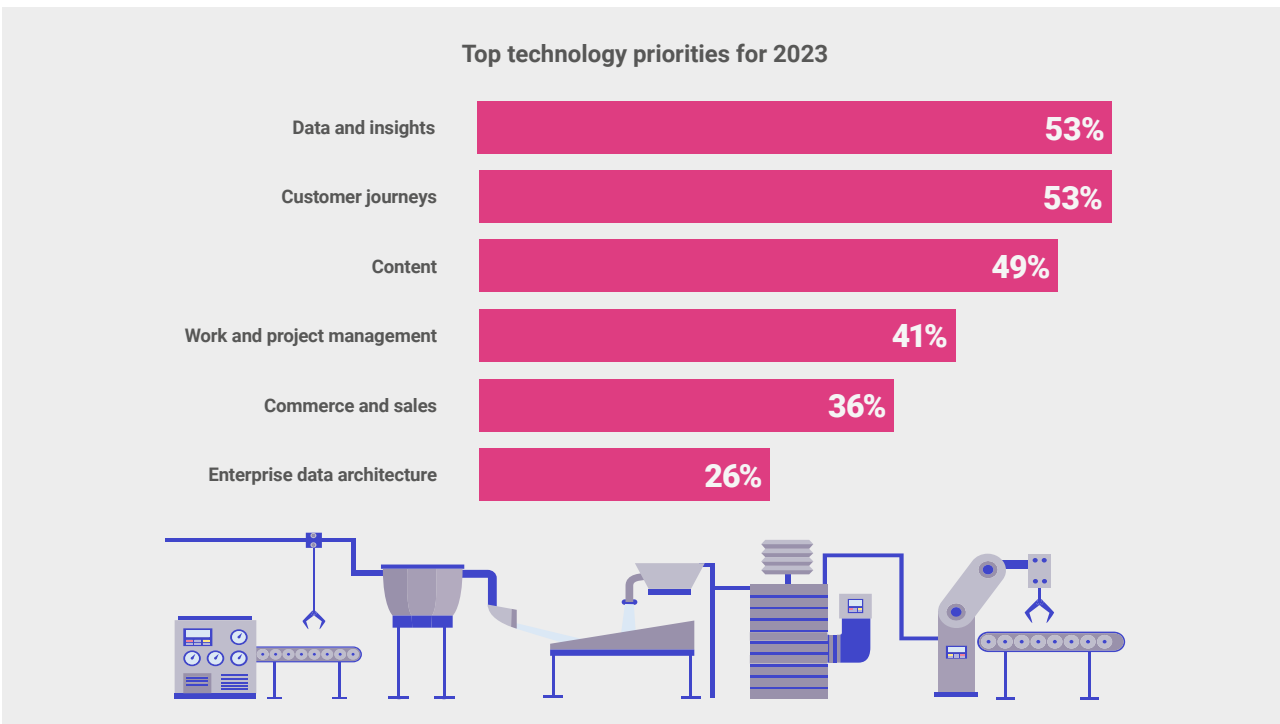
Ditch the spreadsheets

Data mastery and improved clarity of how individuals engage with brands across the customer journey will enable brands to deliver the right content at the right moment. Senior executives will prioritize technologies enabling them to transform their business and become more relevant in their customers' lives.

Such investments can deliver value for customers and the business. The driving motivation for investing in content-focused technology is efficiency.

Indeed, elsewhere in our study, over half (56%) of respondents prioritizing content cited increased delivery speed as a desired outcome, while 47% wanted to streamline content process management.

But senior executives may be missing a trick, with only 41% citing work and project management as a technology priority. Moving away from spreadsheets to manage workflows, issue tracking, and resource management can speed up targeted content delivery and remove barriers to understanding how well assets perform.



Conclusion

The pressure to create amazing experiences tailored to customers' needs at any moment is relentless, and the most successful organizations are using an array of technologies to eliminate the barriers to achieving their creative goals. Work management tools automate the mundane tasks which slow everyone down. They also ensure that tasks and sign-offs are assigned to the right people in a timely manner.

Freed from spending time on laborious tasks, creatives and skilled CX professionals – whose talents are often in short supply – can focus on adding value. They are also more likely to stay with you, since as we've shown earlier (on page 4), employees who have access to the right tools are more likely to be satisfied with their role in the organization.

Explore Adobe's B2B and journey management solutions

Learn more about our [B2B marketing solutions](#) that enable you to deliver showstopping experiences at all stages of the customer journey!



Case Study: Liberty Mutual

Fortune 100 insurance company Liberty Mutual uses Adobe Workfront to automate processes and provide improved visibility into projects, freeing creative teams from the mundane project management tasks which slow them down. The software keeps teams motivated, manages costs, and makes sure people are focused and working on the most important items.

"Workfront allows us to constantly optimize our work and our creative model. We have the tools to manage creative processes in a high-volume environment. We have the metrics we need to see how we're performing. Workfront delivers a tremendous level of flexibility and efficiency."

Clifford Stevens,
VP, Managing Director, Creative
Operations, Liberty Mutual.



