

The COVID-19 pandemic has brought new challenges to every business, including Adobe. We're sharing the lessons we've learned in this six-part series.

Lesson #5

You have to reexamine everything, from your strategies to your structure.

Huge changes in demand have caused organisations everywhere to take a hard look at their operations and strategies. They're figuring out how to handle late-stage pipeline gaps or large surges in demand. How to adjust to new fulfilment models. How to find new revenue sources. And how to empower their people to do business remotely.

With many banks suspending in-person visits during lockdown, they've been forced to rethink how they support customers through digital channels. For [TSB Bank](#) in the U.K., the coronavirus pandemic accelerated its vision of serving its personal and business banking customers online. As part of TSB Bank's 2022 strategic plan, it released 18 forms online and managed over 80,000 customers interactions in just eight weeks, using Adobe Sign. This would have otherwise equated to as many as 15,000 in-branch, face-to-face visits. They've shown thousands of customers how easy it is to access services digitally, giving them peace of mind, whilst staying safe at home.

Many businesses have had to reexamine their go-to-market models, to find new sources of revenue or to rethink in-store shopping. Before the pandemic, a [Digital Commerce 360](#) report shows Q4 2019 online sales accounted for just 17.8 percent of all retail sales. But new data from [Adobe Digital Economy Index](#) shows U.S. e-commerce jumped 49 percent in April 2020, compared to the baseline period in early March before shelter-in-place restrictions went into effect.



In order to stay relevant, businesses large and small have to consider moving online or bridging the gap between physical and online strategies, like shifting their primary model to online ordering, pavement pickup and home delivery. (The Adobe Digital Economy index showed a 208 percent year-over-year surge in buy-online, pickup-in-store orders in April.) Some boutique owners are even creating their own shopping channels on Facebook Live or offering personalised virtual shopping via Facebook or Skype.



We all have to look at how we're set up as an organisation and whether our people have the skill sets needed. No business should expect to go back to their old ways of working."



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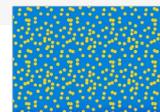
Even though Adobe solutions are digital, we still had to shift strategy to meet customers' most urgent needs. Our field team reached out to our accounts to learn how the virus had impacted them and what they needed most. And we did a customer survey that has provided valuable information for planning and creating actionable plans to guide our customers as they navigate new challenges.

With remote business now a huge priority, we discovered that digital forms and e-signatures were in much higher demand. Also, with schools closing down, we realised students needed access to their digital tools. So, we started offering free, personal, in-home access to Creative Cloud instead of classroom licences. And with businesses adjusting to working from home, we extended the duration of our free trials for e-signatures and free PDF services.

KEY TAKEAWAYS:

- Look at how your business is set up and if it's agile enough for this new reality.
- Explore new sources of revenue and re-examine your supply chain tactics.
- Rethink your in-store and online ordering, and how to bridge the two.
- Tap the power of digital tools to continue doing business remotely.
- Discover your customers' greatest needs and find ways to meet them.

[Explore](#) the whole playbook.



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