CX best practices to faster ROI.

Your investment in experience technologies can accelerate your efforts to become a successful experience-driven business, but adopting the right technology is only one part of the equation. Organizational silos, lack of goal alignment across your different departments, and failure to define customer-focused key performance indicators (KPIs) and goals can all impede your experience delivery endeavors. Unless you have proven best practices in place for the implementation and use of your customer experience (CX) technologies, you can experience significant frustration when trying to gain and prove their value. Some of those best practices include the following:

• Advancing the organization's CX view and approach

• Aligning customer journey efforts

• Building consensus on metrics

• Creating organization-wide CX-related KPIs

• Conducting an experience gap analysis

• Assessing omnichannel flows and mapping customer journeys

Advance the organization's CX view and approach

Organizational silos, internal politics of change, and lack of executive buy-in can be detrimental to a business's experience efforts. When executives can't see the importance of being experience-driven and how it can positively impact the bottom line, CX efforts fail. Often the best way to overcome these challenges is to gain an outside perspective from a trusted and experienced advisor that can tactfully communicate the organization's current level of CX maturity and the opportunities it's missing due to organizational disconnects. From there it's important to create an operational model with the power to influence and transform your culture, organizational design, skills enablement, and processes to have a unified experience-minded focus. That operational model needs to harmonize experience efforts across your people, processes, and technologies so you can accelerate your CX growth.

Align customer journey efforts

CX success requires aligning the efforts of your creative, marketing, and technology teams in terms of the entire customer journey. To achieve that alignment, it's helpful to create an actionable and prescriptive roadmap for achieving your key business objectives (KBOs) related to CX and the customer journey. It also involves evaluating and identifying the customer-centric digital marketing best practices that will best facilitate your efforts in giving your customers great experiences and driving quantifiable results.

Build consensus on metrics

Too often different departments within an organization have a different perspective on the value of CX. This leads to competing goals and creates a disconnect in their approach to experience strategy, process, and technology use. By using mutually agreed-upon metrics based on data and research, organizations can eliminate those disconnects.

Create organization-wide CX-related KPIs

To prove the value of your CX technologies you need KPIs tied to CX efforts. Those goals and KPIs need to be aligned across the entire organization. Then you need to be able to combine your CX-related performance metrics, organizational capabilities, and KPIs into a holistic view that allows your executives to easily see the progress and success of your experience efforts.

> "Adobe Consulting Services provided a clear assessment of where we were on the maturity curve with our digital testing and optimization capabilities and helped to align our implementation, expectations, and roadmap."
>
> **—Lori Mabe**
> Manager of Digital Testing/Optimization and Personalization at Sprint

Conduct an experience gap analysis

Performing a CX-focused gap analysis across your technology, data, and processes can be vital in helping you identify the missing pieces in your ability to achieve your experience-related KPIs. The results of such a gap analysis can also be helpful in gauging where you stand compared to your competition in terms of delivering the end-to-end personalized experiences your customers want. The insights you receive from this type of gap analysis can also be an essential in helping you figure out how to better align your CX strategy with your technical capabilities.

Assess omnichannel flows and map customer journeys

Delivering great experiences requires a deep understanding of your customers' behaviors and how they want to interact across different touchpoints and devices. Assessing their flow across all the different channels where they engage and mapping out their entire customer journey can help you gain that level of understanding. Such assessments and mappings can provide a foundation to help you create unique personas for your customers. Coupling those personas with the results of your assessments can make it easier to identify where you need to make improvements in your customers' journeys.

Accelerate your CX capabilities and value

Successful experience-driven businesses understand that the best path to adopting best practices involve partnering with trusted experts that can help prove and maximize time to value. That's why Adobe Customer Solutions offers Customer Experience wServices—a value-based approach to assessing and activating your business goals and advancing your CX maturity. Our CX experts can give you the insights and outside perspective you need to put a framework in place that optimizes the way your people, processes, and technologies work together. That in turn helps you accelerate your CX capabilities and decrease your time to value.

To learn about our modular approach to helping you adopt and implement CX best practices that can help you get more value from your CX technologies faster, contact us at https://www.adobe.com/experience-cloud/consulting-services/contact-us.html.