# Investing in experience.

How six companies are turning return
on experience into the next ROI.

Maybe it's the neighbourhood corner shop where the owner knows your name, or a go-to restaurant where the waiter already knows your order. Whether we're shopping for shoes online or standing in the checkout queue, we all have a short list of favourite brands. Places that value us. Companies that get us. Shopping experiences that make discovering and ordering feel effortless. And we ultimately place our loyalty with companies that put experience first.

Today, customer experiences are going digital to keep pace with a growing generation of digital-first customers. Consider this: According to the Econsultancy *2021 Digital Trends Experience Index*, B2C companies saw a 63 percent increase in digital customers in 2020. B2B companies weren't far behind, with a 57 percent increase. But the rise of digital doesn't diminish the importance of providing incredible customer experiences. In fact, the opposite is true – with more digital customers come higher expectations. This underscores why personalisation ranks as one of the top priorities for marketers among emerging marketing capabilities. Customers now expect great experiences across all channels.

Achieving a strong return on experience (ROE) means winning more customers and gaining their loyalty.

And it hinges on serving up deeply personalised experiences at every single touchpoint with less manual effort than ever before.

By making content faster to create, more efficient to deliver and uniquely relevant to their customers, companies like Virgin Atlantic, Walgreens and the PGA Tour are generating a strong ROE. With the help of a modern content management (CMS) and digital asset management system (DAM), and advanced artificial intelligence (AI)- and machine learning (ML)-powered solutions, you can do the same.

## Read their stories

Read Walgreens Boots Alliance's story >

Read Helly Hansen's story >

Read illycaffè's story >

Read the PGA Tour's story >

Read Grundfos' story >

Read Virgin Atlantic's story >

# Improve your ROE in a digital world.

## Make your content more relevant.

Customers don't just want more relevant content. They expect it. To deliver content that speaks to them, you need a complete view of their online behaviour – who they are and what they need at any given point in time and on any screen. When AI and ML can automatically allocate different experiences across different personas and granular segmentations, you can create uniquely relevant experiences for each and every customer.

# 46%

of consumer sectors say that **delivering personalised experiences in real time** would make the greatest difference to the customer experience.

Source: Adobe

## Create deep personalisation at scale.

Creating personalised experiences for one or two customers is easy. Scaling them across multiple audiences and geographies is another story. Achieving personalisation at scale takes the

right mix of targeted content, data insights into what makes your customers tick and the ability to deliver quickly on the rules you define. With AI and ML, you can easily understand your analytics and serve up the best content based on the right needs.

## Deliver experiences customers love across every channel.

Smartphones, airport lounges, interactive menus – your customers have endless opportunities to engage with your brand. And each channel has the opportunity to engage your customers with experiences that generate loyalty. With more content needs across emerging channels, brands must harness the ability to access and reuse content faster than ever. This omnichannel experience is a connected one – and it demands an adaptable architecture and dynamic media delivery.

# Make your content more relevant.

## Giving the pharmacy experience a healthy dose of personalisation.

### Walgreens Boots Alliance, UK, USA

Walgreens Boots Alliance (WBA) is one of the world's largest retail and wholesale pharmacy corporations. In 2020, WBA faced a massive challenge to digitally connect over 120 million customers and 10,000 brick-and-mortar locations with a personalised customer experience. But in the middle of a global pandemic when customers could order groceries online and stream from the comfort of their homes, WBA needed to play catch up as they pushed the pharmacy experience into the digital realm.

" I think personalised healthcare has a real opportunity to transform society in ways that we're just beginning to understand."

**Vineet Mehra**
Former Global Chief Marketing Officer, Walgreens Boots Alliance

By using data from its customer loyalty program, WBA created a personalised cross-channel pharmacy experience. Now customers can receive personalised recommendations based on purchase history when they're about to run out of a product. They can also pick up their entire purchase – not just prescriptions – via drive-through. Together with Adobe Experience Cloud and the Microsoft Integrations it powers, WBA made sure it could meet customers wherever they're shopping, whether it's by mobile, laptop, drive-through or in-store – with seamless and personalised experiences.

Read the story >

# Elevating the travel experience at every point along the journey.

## **Virgin Atlantic**

The first thing you'll notice when talking to any Virgin Atlantic customer is how passionate they are about the brand. It's a legacy of loyalty that the global airline wants to continue.

But faced with legacy systems and sophisticated customer demands, Virgin Atlantic needed a better way to replicate the company's commitment to offering a personalised travel experience across more touchpoints than ever. Additionally, Virgin Atlantic understood that customers were interacting with the brand on greater and more varied channels.

" The customer is going to want to decide how to interact with us as a brand. So we need to make sure that we are ahead of the game and ready for those customers to choose how they want to interact with us.

**Steven Radford**
Manager of Digital Operations, Virgin Atlantic

By building a new platform for digital experiences using Adobe Experience Manager and Adobe Target, Virgin Atlantic can be there wherever those interactions take place – whether it's automatically recommending customers' preferred drinks in the pre-flight lounge or offering personalised travel recommendations.

Watch the video >
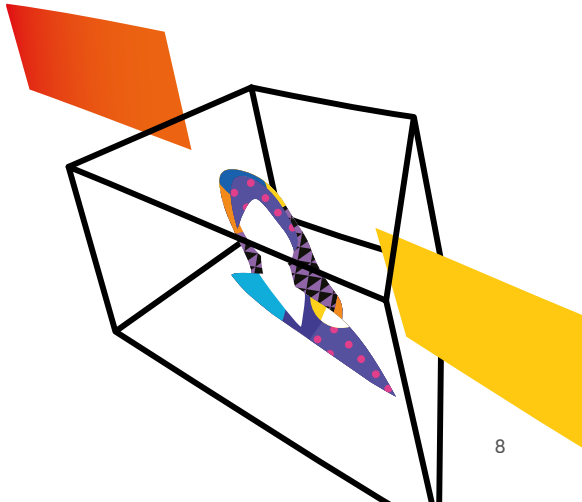
# Create deep personalisation at scale.

Designing a pioneering, global platform.

## Helly Hansen, Norway

Established in 1877, Helly Hansen has become synonymous with clothing built for the outdoors and is designed to make a statement. It's a brand shoppers all over the world have grown to love. But the company's increasing global footprint presented a new challenge: creating a consistent, personalised online experience across different markets, languages and pricing with a rising number of localised websites tasked with serving up relevant content.

" We created a solution that allowed us to easily break into new markets. We now have 55 different sites with seven different language options, payment methods and shipping rules.

**Theodor Tollefsen**
Consumer Business Director, Helly Hansen

With a more robust content management system (CMS) – Adobe Experience Manager Sites – Helly Hansen is no longer bogged down by individual pages and languages. Instead, the company can distribute content to the relevant places at the right times with the click of a button. That means a 40 percent increase in overall ecommerce revenue, a 20 percent increase in overall traffic and a 35 percent increase in mobile traffic.

[Read the story >](#)

[Watch the video >](#)

# Improving document efficiency and accuracy for a better customer experience.

## **Grundfos, Denmark**

From household heating systems to industrial applications, Grundfos is a global leader in pumps and pump solutions. But updating 6,000 products with accurate operating guides, data books, data sheets and service sheets across 50 languages was a nearly insurmountable task for Grundfo's technical documentation team. Because support documentation is often one of the first interactions customers and plumbers have while trying to install Grundfo's products, accurate information is a big part of the customer experience.

To overcome the challenge, Grundfos streamlined their entire content creation approach, removing manual processes while creating an easier way for customers to quickly find the information

they need on the Grundfos website. With a cloud-based system, Grundfos can more accurately update and manage over 750,000 topics that can be reused across every channel – while reducing translation times from seven weeks to less than an hour.

> " By removing layout and design decisions, writers can focus on improving content and creating more accurate and valuable information for customers."
>
> **Bo Jensen**
> IT Project Coordinator, Grundfos

Creating an easier path to more accurate information is giving Grundfos a faster time to market. But it's also giving the technical documentation team more time to focus on answering new questions and providing a better customer experience.

Read the story >
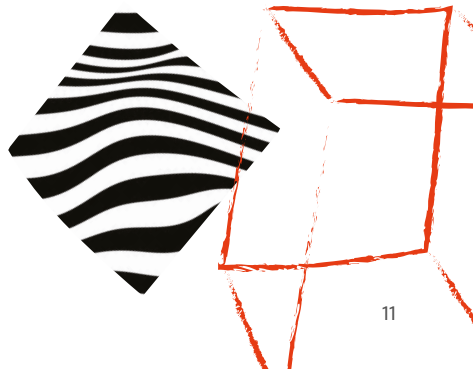
# Deliver experiences customers love across every channel.

Merging data and content to create the ultimate fan experience.

### [The PGA Tour, USA](#)

As the world's premier golf organisation, the PGA Tour is on a mission to turn a 500-year-old pastime into a global fan experience. However, increasing engagement for a new generation of younger,

" We needed to win in the digital space and create products and platforms that allow fans to consume us where it's convenient. It's imperative to our future that we innovate and create this great experience. Because if we don't, we'll lose our fans and it'll hurt our business, no doubt about it."

**Travis Trembath**
VP of Fan Engagement, PGA Tour

more connected fans who demand more content than ever across more platforms isn't easy. The PGA Tour had to find a new way to catch their attention with a deeply engaging experience that could measure and improve fan interaction.

Analytics unlocked success. The PGA Tour uncovered what made fans tick and used it to offer them the perfect content on the right channel and device. With Adobe Audience Manager serving as their system of truth and using data from their CRM and the Tour's many digital channels, the PGA Tour is now able to customise its content across a variety of different segments. While avid fans might receive an offer to play at an exclusive PGA Tour course, a casual viewer could receive a notification when their favourite player is about to sink a birdie. Developing a one-to-one relationship with their customers has led to a 26 percent increase in global digital visitors, along with a 22 percent increase in cross-platform engagement.

Read the story >

# Creating a global reach with a personal touch.

## Illycaffè, Italy

Throughout its 85-year history, illycaffè has built a global following by staying true to its brand values: quality coffee served with a creative flair. But that doesn't mean the Italy-based coffee brand hasn't reinvented itself. The challenge has been staying true to its roots while extending its brand and community across digital channels.

With the goal of helping every customer enjoy a cup of illycaffè coffee at home, on the street or in one of its cafes, the company built a strategy alongside Adobe and Accenture. That strategy set out to strengthen its customer relationships and build new ones as it expands into global markets, turn its cafes into experience hubs where customers may join the illy community and quickly roll out new customer experiences.

Together, a new CMS and DAM deliver more personalisation with every cup of coffee – personalisation that's powered by advanced analytics and connects the dots between all of illycaffè's different channels. Customers can now interact with menus using their voices, and the company's global websites deliver the perfect blend of storytelling and digital convenience.

By creating content more efficiently than ever while also actively listening to how customers respond to the content, illycaffè is creating future growth with a flexible content platform that runs on personalisation.

[Read the story >](#)

# Digital experiences drive stronger loyalty, returns and brands.

In a world where continual digitisation is changing everything, the driving force behind business remains the same: the customer experience. Experiences that help us feel closer to a brand. Experiences that keep us coming back.

As customers become increasingly sophisticated and channels, screens and touchpoints proliferate, companies should place an even greater premium on experiences. That means building experiences driven by customer insights. Delivering relevant, personalised information across every screen and channel. And doing it all with AI- and ML-driven technology that removes manual processes and speeds up content creation. The companies that invest in better experiences today will continue to see what experience-driven companies always have: loyal customers and stronger returns.
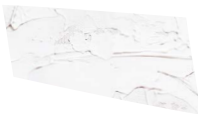
# Adobe can help.

Adobe Experience Cloud offers a full suite of digital solutions – powered by Adobe Sensei – that work seamlessly together to help you create, manage and deliver personalised customer experiences no matter where your customers are and how they choose to interact with you.

Adobe Experience Manager Sites gives you an AI-driven CMS that lets you deliver personalised experiences for your whole audience – on any screen. Adobe Experience Manager Assets is a cloud-native DAM that lets you easily manage thousands of assets to deliver and optimise better customer experiences at scale. And Adobe Target helps with optimisation and personalisation at scale. Because both are built on cloud-native architecture, they give IT teams more agility and control.

Whether you're meeting the demands of distributed global teams, reaching a new audience or revitalising your content delivery, we can help you modernise your customer experience platform to deliver the personalisation your customers expect – and your company's growth depends on.

**Get details**
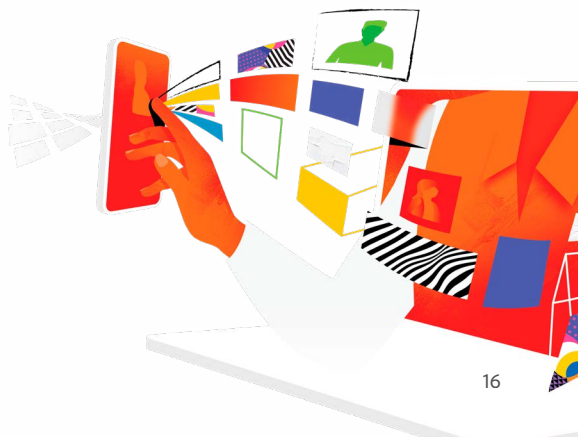
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