2023 Digital Trends

APAC in Focus

Table of Contents

Foreword

Introducing Adobe's *2023 Digital Trends: APAC in Focus* report. Industry-leading, now in its 13th year, it highlights what it takes to win in the evolving and dynamic customer experience landscape in Asia Pacific (APAC).

From our findings, 2023 is a year of opportunity for businesses ready to take customer-centricity to the next level. We found brands that prioritised investments in the speed, scale and efficiency of their content creation capabilities and workflow can expect to succeed.

APAC leads the world in mobile users and the adoption of digital payments. With 200 million new mobile internet users between 2019-2022, the region has established itself as the engine of the global digital economy. And as we look to the future, we can expect continued growth.

While the rise of digital presents a phenomenal opportunity, the bar customers set for their experience expectations keeps rising. Their expectations are not only boundless, but they're central to building brand trust. Business leaders must demonstrate empathy, creativity, and real-time personalisation at scale to win hearts and minds.

Leaders also need to be creative thinkers and problem solvers, finding innovative ways to overcome business and market challenges while boosting efficiency and improving workflow for their teams – not a simple task!

Nearly 80% of the executives we spoke to said that the need for content from customers has significantly increased over the past year. With that demand front and centre, the time is now to ensure you have the right workflow and content strategies to win.

So, what does that look like for today's APAC leaders? Essentially, it's about driving a process that brings teams, tools and workstreams together

— the content supply chain. Once that's in place, creating, distributing, and delivering content to your customers is easy.

Leaders must customise content and customer journeys, supported by workflow automation, to create unmatched personalisation and digital experiences. And when these customers' expectations are met? Trust is built.

The future of business is anchored in consumer trust. It is now a fundamental expectation of digital customer experiences, so much so that two out of three APAC consumers will stop buying from a brand permanently if their trust is broken.

Exploring trends, technologies, and market forces, this year's APAC report aims to inspire today's leaders on how to win in the APAC digital economy.

2023 represents an immense opportunity to take digital experiences to the next level. Leading with empathy and understanding your customer are the first steps in driving brand advocacy and unparalleled business growth.

Duncan Egan,
Vice President, Digital Experience
Marketing Asia Pacific & Japan Adobe

1. Introduction

Now in its 13th year, *Adobe's 2023 Digital Trends* report for Asia Pacific reveals how today's trends will shape the digital economy and equips leaders with the insights they need to navigate the dynamic socio-economic headwinds.

This report addresses a burning question for APAC businesses — how can companies boost post-pandemic recovery and mitigate future market disruptions, all at the same time?

Ushering in a new era of growth while shoring up organisational resilience is no mean feat. To capitalise on a ballooning digital consumer base, customer experience enhancements and new product developments should top companies' to-do lists. But talent shortages, inflationary headwinds and supply shocks are forcing organisations to prioritise efficiency drives. Add escalating regional uncertainty and data sovereignty assertions into the mix, and the operating context becomes even more demanding.

The good news? Excellent customer experiences and efficient operations aren't mutually exclusive.

Human insights power customer experiences, and insights start life as customer data. However, customers are more likely to share their data

with organisations they trust to protect their privacy and offer meaningful value in exchange. Positively, APAC organisations are making great strides in understanding customers at the individual level. By staying ahead of evolving individual preferences, APAC businesses can create more valuable, personalised and timely customer experiences.

Customer value is created through timely, personalised, and insight-driven branded content.[1] Valuable exchanges deepen customer relationships, validating customers' confidence in the organisation and increasing their likelihood to buy. But delivering relevant content-driven exchanges relies on a well-oiled content production machine, and many content workflows today are simply too clunky to deliver. By boosting their content operations, APAC organisations can not only bolster personalised customer experience initiatives, but they can deliver on those all-important efficiency drives at the same time.

How can APAC brands enhance their customer experiences and their bottom line? Read on to find out.

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[1] Adobe*, Adobe Trust Report 2022: APAC*

2. The Exceptional Few

Events over the past three years have been a catalyst for APAC's digital pioneers. Starting from firm technological foundations and led by digital-first strategies, a minority of organisations were galvanised by the COVID-19 pandemic and surged ahead in their digital maturity. After two years of fast-tracked digitalisation, these organisations have transcended digital transformation to become fully-fledged digital enterprises.[2]

Our study finds a gap between the minority pulling ahead in their digital experience versus the rest of the pack. Just 8% of APAC organisations provide exceptional customer experiences that can surprise and delight the customer. By contrast, a third (33%) of organisations meet customer needs, while 39% lag behind. A further 20% don't know. This exceptional minority prioritise customer-centricity and understanding. They enrich real-time customer data with human empathy and insight and they deliver personalised, in-the-moment content to create customer value and strengthen customer trust.

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[2] IDC, *IDC Futurescape Asia/Pacific: Slicing through the storms of disruption in the era of digital business,* 2022

FIGURE 1

How would you describe your organisation's digital customer experience?
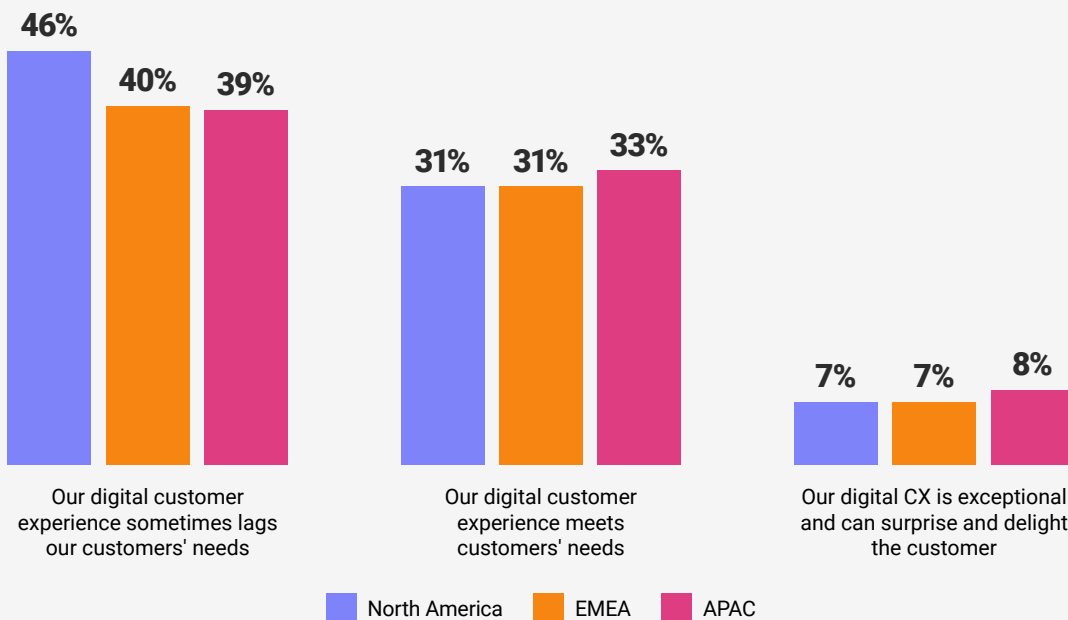
Note: 'Don't know' responses are not shown. Samples: NA practitioners (871), EMEA practitioners (1,132), APAC practitioners (555)

Positively, we can expect lagging organisations to make digital maturity headway over the coming years. With an additional 200 million people coming online in Asia Pacific through mobile internet between 2019 and 2022,[3] the region's digital consumer base has exploded in a few short years, creating astonishing opportunities for businesses to reach and engage new audiences through enhanced digital experiences. In response, increased government support is helping mainstream and lagging organisations capitalise on these new possibilities in the digital economy. In Australia, the Queensland Government has committed $140 million to help small businesses seize opportunities to boost post-pandemic recovery.[4] And in 2021, the Malaysian Government launched its GoEcommerce initiative – a digital platform to advance digital commercial knowledge and skills.

While the exceptional digital few have pulled ahead, mainstream and lagging organisations have incentive and opportunity to play catch-up.

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[3] GSMA, *Digital Societies in Asia Pacific: Progressing towards digital nations,* 2022
[4] Queensland Government, *Big Plans for Small Business Strategy,* 2021
[5] Adobe, *Delivering world class customer loyalty: TLC DigiTech enhances loyalty programs with end-to-end digital experiences using Adobe Experience Cloud,* 2022

Case study: Elevating the luxury hospitality experience

Customer expectations in the luxury hospitality industry are exceedingly high. Guests want personalised attention from the moment they start thinking about making a reservation until the time they check out and start planning their next visit. TLC DigiTech specialises in driving continuous and personalised customer engagement across hotel company loyalty programmes.

"Loyalty programmes are about engaging and attracting customers. The Adobe Experience Cloud helps in creating personalised customer journeys and automated interventions at various nodes of that customer journey." – Sudhir Gupta, Founder & CEO, TLC DigiTech

By focusing on real-time personalisation at scale, the company has acquired 100,000 new loyalty members and driven up to 50,000 transactions at hotels through its customer-facing and client-side apps.[5]

3. The Rise of the Martech Big Spenders

Under pressure to accelerate post-pandemic recovery and increase organisational resilience, APAC business executives are planning greater increases in martech spending than their peers in EMEA and NA.

Despite the economic headwinds, one-fifth (20%) of APAC senior executives plan to significantly increase their martech investment in 2023. Where will the money go? Over half (54%) are planning a significant technology overhaul or replatform in the next 12 months. Indeed, IDC predicts that spending on digital technology by APAC organisations will grow at 3.5 times the rate of economic growth[6].
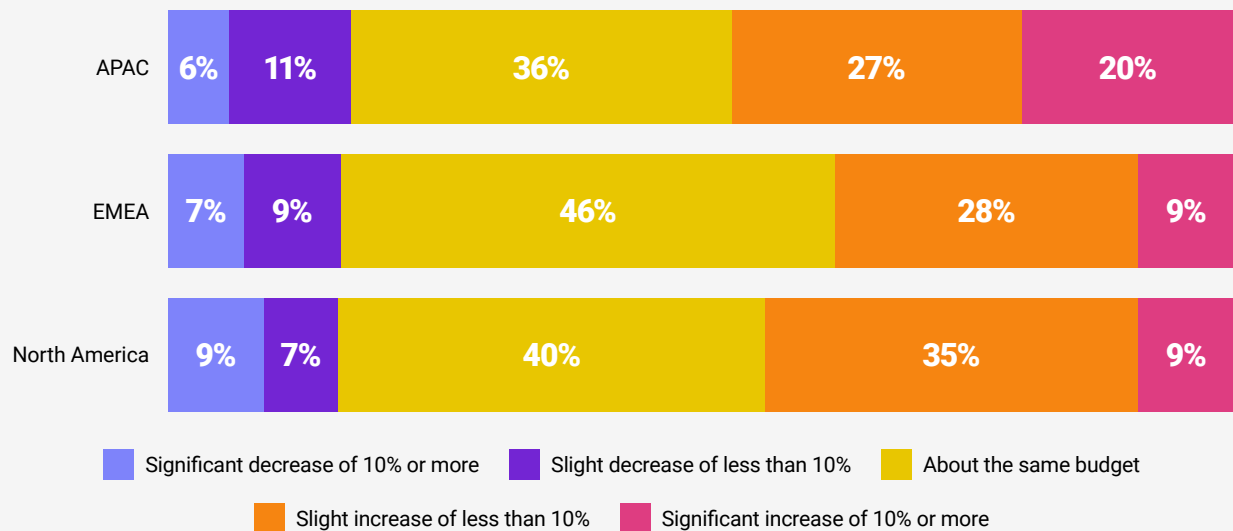
European and North American senior executives have more modest spending plans in comparison. Nearly half (46%) of European senior executives plan to maintain their 2022 budgets and they are half as likely as their APAC peers to increase their martech by 10% or more in 2023 (9% vs 20%).

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[6] IDC FutureScape 2023, November 2022

FIGURE 2

Thinking ahead to the next year, how will your organisation's investment in martech change, if at all?

Region	Significant decrease of 10% or more	Slight decrease of less than 10%	About the same budget	Slight increase of less than 10%	Significant increase of 10% or more
APAC	6%	11%	36%	27%	20%
EMEA	7%	9%	46%	28%	9%
North America	9%	7%	40%	35%	9%

Significant decrease of 10% or more
Slight decrease of less than 10%
About the same budget
Slight increase of less than 10%
Significant increase of 10% or more

Samples: NA senior executives (152), EMEA (137) senior executives, APAC (70) senior executives

Less directly exposed to the geopolitical and economic challenges affecting the EMEA and, to a lesser extent, North American markets, APAC senior leaders express slightly lower levels of anxiety about today's volatile market context:

- 76% of APAC senior executives feel uncertain or pessimistic about the **geopolitical outlook** (versus 89% North America and 91% EMEA)
- 67% of APAC senior executives feel uncertain or pessimistic about the **economic outlook** (versus 82% North America and 86% EMEA)
- 61% of APAC senior executives feel uncertain or pessimistic about the **sectors they serve** (versus 67% North America and 75% EMEA)

With European and North American business leaders delaying or extending major technology and infrastructure upgrades, new opportunities may emerge for higher-spending APAC organisations to gain technological ground.

67%

of APAC senior executives feel uncertain or pessimistic about the economic outlook (versus 82% North America and 86% EMEA).

This study suggests that geopolitical concerns may be driving more conservative spending behaviours among North American and European senior executives. With European and North American business leaders delaying or extending major technology and infrastructure upgrades, new opportunities may emerge for higher-spending APAC organisations to gain technological ground.

Key technology priorities for APAC leaders include analytics and customer journeys, such as marketing automation. An intelligent data and analytics core is the bedrock for digital enterprise and a positive sign that reflects broader digital-first strategic aspirations. Meanwhile, the prioritisation of marketing automation investment is welcome in a region where talent shortages threaten to constrain revenue growth by as much as 20% by 2026[7], making the modernisation of operating models business critical.

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[7] IDC FutureScape 2023, November 2022

4. The Trust Factor

The ability to anticipate individual customer behaviour and personalise content in the moment is the apex of modern marketing and, if executed well, a route to deepening customer trust. Nearly three-quarters (72%) of APAC consumers say they're more likely to trust brands that use technology to deliver personalised experiences, far more than the global average (56%).[8]

However, the vast majority of APAC organisations (93%), like their peers in North America and EMEA, do not have the ability to target based on prediction and intent. Yet.

Positively, steps are being taken in the right direction. Improving analytics capabilities ranks as the number one experience priority for APAC practitioners in 2023. Over half (55%)
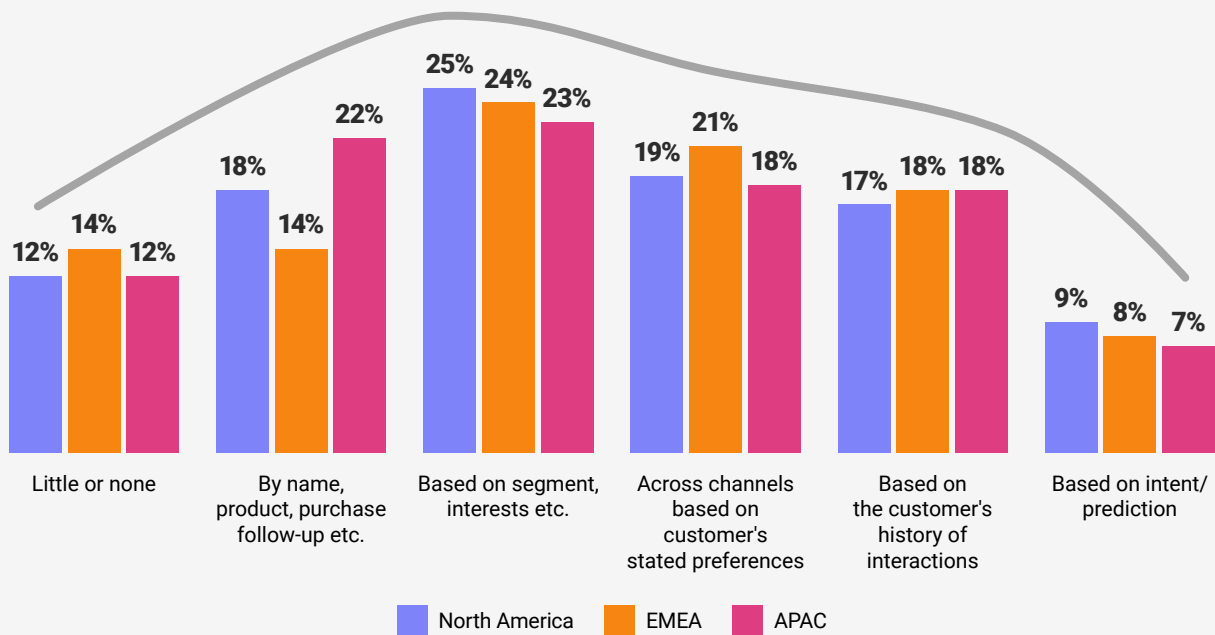
of APAC organisations today have access to the real-time customer data needed to understand the customer as an individual. Similarly, over half (56%) are already testing theories and hypotheses in the moment at the individual level.

Exceptional, anticipatory, personalised customer experiences are fuelled by equally exceptional customer insights. These customer insights start life as customer data points. Only by securing customer trust through well-kept privacy and value promises can organisations secure customer data in the first place. Without it, personalisation initiatives are very limited.

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[8] Adobe, *Adobe Trust Report 2022: APAC*

FIGURE 3

Which of the following best describes your organisation's highest level of customer experience personalisation.
(Note the level of CX personalisation maturity increases from left to right.)

	North America	EMEA	APAC
Little or none	12%	14%	12%
By name, product, purchase follow-up etc.	18%	14%	22%
Based on segment, interests etc.	25%	24%	23%
Across channels based on customer's stated preferences	19%	21%	18%
Based on the customer's history of interactions	17%	18%	18%
Based on intent/ prediction	9%	8%	7%

Samples: NA (669), EMEA (804), APAC (436)

The challenge? APAC organisations' efforts to capture and harness customer data are taking place within an increasingly complicated and fragmented regulatory context. Customer trust – and its associated privacy promises – means different things in different markets across the APAC region. The Thailand Personal Data Protection Act, introduced in 2022, has only added to the growing list of fragmented, country-by-country data privacy nuances.[9]

If there's anything that unifies the complex APAC trust landscape, it's the importance of empathetic personalisation. The vast majority (86%) of APAC consumers believe it's important for brands to show that they can see things from the individual consumer's perspective, understand their frustrations and recognise what's important to them.[10]

Our study suggests that APAC businesses have room to improve in responding to individuals' privacy and value expectations in relevant, personalised and empathetic ways. While over half

of APAC organisations have access to real-time customer data, only 24% excel in balancing data algorithmic 'truth' with human insights. Likewise, only 23% excel in combining a deep understanding of the customer – via data and empathy – with the creativity to design experiences that 'wow.'

Businesses operating across regional borders simply cannot hope to stay ahead of the customer trust and privacy landscape by operating manually. They have to introduce automated and robust data compliance processes and procedures to earn customers' trust in its myriad of complex forms across the region. They also need to stay on top of their customers' evolving and nuanced preferences and expectations. Organisations need to review both their systems and processes to respond to customers' in-the-moment needs with personalised, respectful and empathetic content.

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[9] International Trade Administration, *Thailand Personal Data Protection Act,* 2022
[10] Adobe, *Adobe Trust Report 2022: APAC*
[11] Adobe, *Lenovo speaks fluent e-commerce with Adobe,* 2022

Case study: Pioneering audience automation

Having grown quickly through a series of major acquisitions, Chinese technology giant Lenovo faced the challenge of unifying its disparate customer journeys. Lenovo needed to put its customers first, personalise journeys and optimise its media spend across channels to drive qualified traffic, conversions and revenue.

To achieve these aims, Lenovo began introducing systems and processes to support what it calls 'audience automation', creating a contextual conversation to better predict customers' needs. Lenovo turned to predictive intelligence solution Adobe Sensei to find the sweet spot for computer processor pricing

across different markets. Used alongside Adobe Experience Manager, Lenovo began not only to better connect and understand disparate customer journeys, but also to build upon data and insights to create more personalized and meaningful customer interactions.

"When we started working with Adobe, it was much more about data, analytics and insights. Now it's a lot more immersive and it's a lot more of us pulling what we need from Adobe to shape the experiences we think are pivotal to our customer experience." – Ajit Sivadasan, Global Head of Online Sales, Digital Marketing and Platform, Lenovo[11]

5. Winding Journeys

Consumers across the APAC region are among the most digital-first in the world. Some 80% of APAC practitioners believe their customers are looking to replace historically offline experiences with digital experiences, compared to just 62% in EMEA. Similarly, 70% of APAC practitioners think customers increasingly want to go through the entire journey exclusively via digital channels without human interaction, compared with 45% in EMEA.

According to Global Web Index, APAC consumers are more likely than their regional peers to have made online purchases in categories ranging from groceries to household products to alcohol[12]. They lead the world in the adoption of digital payments[13] and IoT devices.[14] Seven in 10 consumers in Southeast Asia have tried some form of metaverse-related technology in the past year.[15]

Rapid urbanisation, rising household prosperity and enthusiasm for digitally connected cities and citizens will only fuel the proliferation of additional connected digital devices. Asia already has the highest number of mobile users globally, but there is still room for further expansion, with the fastest growth rates forecast in South and Southeast Asian countries.[16] According to the GSM Association, which represents mobile network operators worldwide, the consumption of mobile data in Southeast Asia and Oceania will increase by almost six times by 2027, fuelled by rising consumer spending power, increasing smartphone adoption and video usage.[17]

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[12] Global Web Index, *GWI Region Snapshot Asia Pacific,* 2022
[13] Mastercard, *APAC consumers ahead in digital payments uptake: new Mastercard research finds institutional support and buy-in key to even greater adoption,* 2022
[14] Telenor, *Telenor report: IoT adoption in APAC set to surge,* 2022
[15] Bain & Company, *South East Asia's Digital Consumers: A New Stage of Evolution,* 2022
[16] World Economic Forum, *How digitalization is making South and Southeast Asia engines of growth,* 2022
[17] GSMA, *The Mobile Economy,* 2022

FIGURE 4

Thinking about customer behaviour in the last year, to what extent do you disagree or agree with the following statements *(% 'agree' or 'strongly agree')*

| North America | EMEA | APAC |
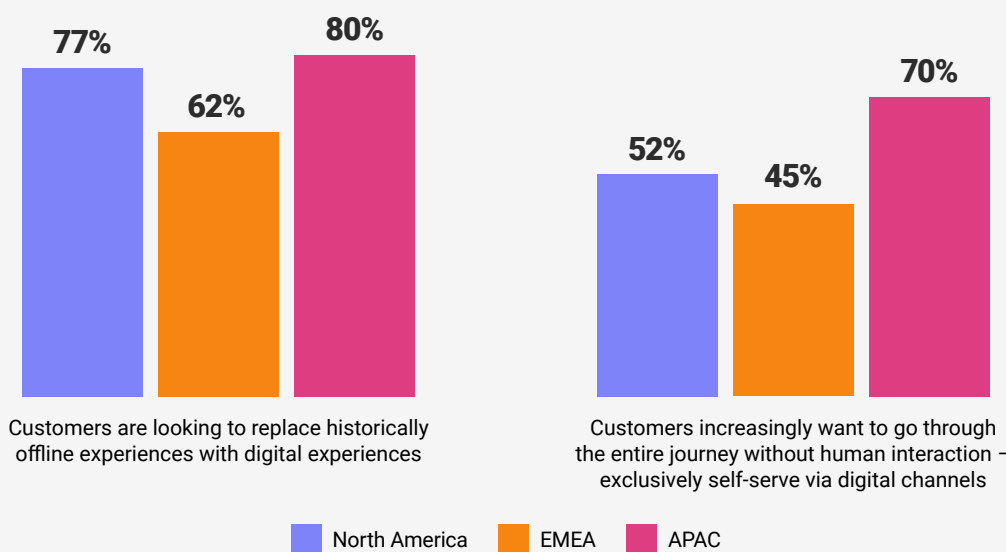
Samples: NA practitioners (492), EMEA practitioners (577), APAC practitioners (317)

Shopping behaviours are already shifting across the region. In Southeast Asia, the average number of online platforms used per person has almost doubled from eight in 2021 to 15 in 2022.[18] Customer journeys are shifting, operating in fragments across marketplaces, super apps, social media platforms and messaging apps. What's more, with physical retailers reopening, consumers are seeking fluid and integrated experiences across online and offline channels, conducting research across digital platforms while converting to purchase either online or in-store. Seventy-four percent of APAC practitioners in our study agree that the interplay between offline and online experiences is making customer journeys harder to track.

As shopping behaviours evolve, consumers' digital experience expectations are heightening. Eighty-eight percent of APAC senior executives agree that 'customer expectations are constantly resetting to match their best omnichannel experiences'. Recent research from Bain & Company found that, despite growing ecommerce use, Net Promoter Scores across ecommerce platforms fell from 53% in 2021 to 35% in 2022, pointing to a gap between consumer experience expectations and delivery.[18]

The result for businesses? Customer journeys are becoming more meandering and complicated, creating fresh challenges for organisations trying to understand end-to-end customer interactions. Meanwhile, consumers are becoming more demanding, increasing pressure on brands to create harmonious and integrated experiences across digital touchpoints.

Organisations need to make sure that they have both the technical foundations and the strategic initiatives in place to connect the dots across complex digital online and physical offline customer journeys. This means having a customer experience platform that is scalable and capable of integrating new channels into a holistic customer journey view. It also means having strategic plans and campaigns in place to capture and sync customers' unique identifiers across multiple digital touchpoints.

Case study: Consolidating audience understanding

With disparate management tools for its five key digital platforms, Cathay United Bank struggled to understand customers' complex end-to-end journeys. The organisation knew it needed to consolidate audience information into a single solution.

"With Adobe Analytics, we can get a complete view of the customer journey across different devices, platforms and time periods. This information is no longer fragmented, so our teams can make better informed decisions." – Lisa Chen, Senior VP, Digital Banking Department, Cathay United Bank[19]

[18] Bain & Company, *Southeast Asia's Digital Consumers: A New Stage of Evolution,* 2022
[19] Adobe, *Personalisation pays dividends: Cathay United Bank elevates customer-centric approach for product development and marketing,* 2022
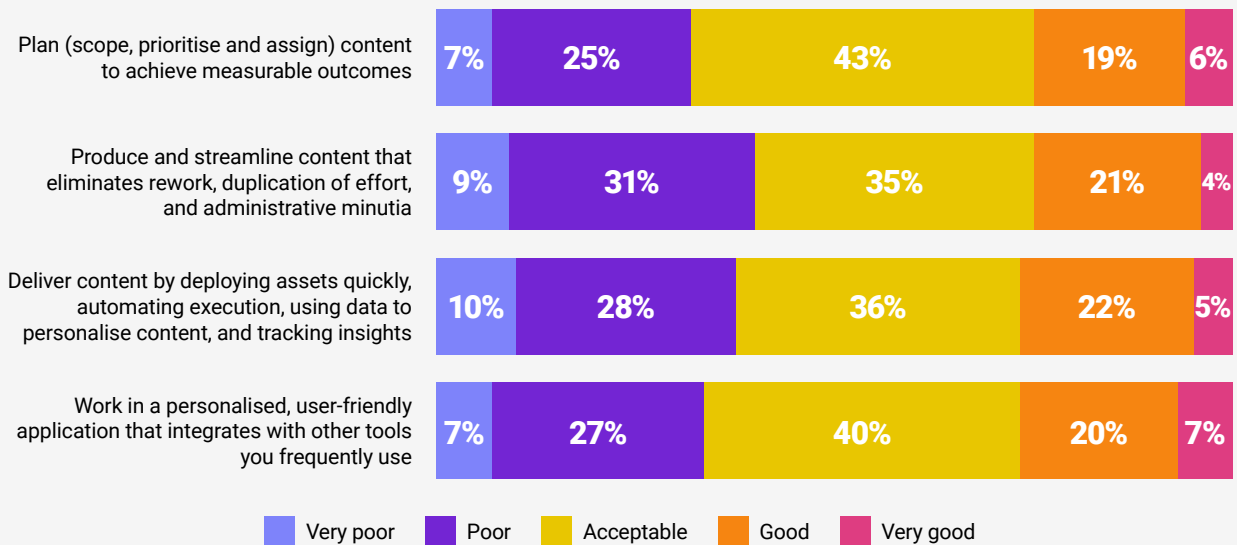
6. Fixing Content Machines

Timely, personalised and insight-driven branded content lies at the heart of valuable customer exchanges. It's these exchanges that instil customer trust, strengthen customer relationships and forge customer loyalties. However, delivering these valuable exchanges relies on highly organised and fast content operations.

While 92% of APAC practitioners agree that they need to deliver consistent, personalised content to more channels and 92% of APAC senior executives agree that the demand for content has significantly increased in the last three years, few businesses have the systems and processes to deliver content efficiently and effectively:

- Only 25% of APAC practitioners consider their organisation 'good' or 'very good' at **planning content**
- Only 25% of APAC practitioners consider their organisation 'good' or 'very good' at **producing and streamlining content**
- Only 27% of APAC practitioners consider their organisation 'good' or 'very good' at **delivering content quickly**
- Only 27% of APAC practitioners consider their organisation 'good' or 'very good' at **working in a personalised, user-friendly application that integrates with other tools they frequently use**

FIGURE 5

Thinking about workflow and content management in your organisation, how would you describe your ability to do the following?

	Very poor	Poor	Acceptable	Good	Very good
Plan (scope, prioritise and assign) content to achieve measurable outcomes	7%	25%	43%	19%	6%
Produce and streamline content that eliminates rework, duplication of effort, and administrative minutia	9%	31%	35%	21%	4%
Deliver content by deploying assets quickly, automating execution, using data to personalise content, and tracking insights	10%	28%	36%	22%	5%
Work in a personalised, user-friendly application that integrates with other tools you frequently use	7%	27%	40%	20%	7%

Sample: APAC practitioners (400)

Today, APAC companies are being tasked with simultaneously driving post-pandemic recovery and operational resilience. For organisations looking to 'do more with less', content supply chains should be a key area of focus in 2023, modernising operations to bolster both the customer experience as well as the bottom line. Positively, streamlining or automating collaboration and processes ranks as the second-highest customer experience priority for APAC practitioners in 2023, with improving analytics capabilities taking the top spot.

Slow content workflows were a familiar challenge for Pinnacle Drinks, a key subsidiary and supplier of exclusive wine, beer and spirit products in the Endeavour Group's retail network. Historically, the organisation relied on spreadsheets and basic forms to plan and manage brand and marketing tasks for its 450 products in development and 100+ brands. Team members had to track and manage their tasks manually in different locations. This process resulted in errors and inconsistencies in reporting and management lacked the means to proactively plan and mobilise resources.

"Our teams were operating in firefighting mode all the time, and the onset of the pandemic only increased stress levels. We needed a centralised work management platform to help us connect, collaborate, and manage workflows from anywhere." – Michael Callaway, Head of Commercialisation and Quality, Pinnacle Drinks.

By implementing a work management system, with a unified work overview, automated workflows, standardised templates, and streamlined approval processes, Pinnacle Drinks found team members spent 50% less time in meetings and reported a 20% increase in personal productivity – rising to 30% for technical specialists.[20]

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[20] Adobe, *A work refresh to raise your glass to: Pinnacle Drinks streamlines thousands of tasks using Adobe Workfront to launch 450+ new drink offerings annually,* 2022

Case study: Creating time for creativity

Cotton On Brands has recently overseen a shift in content focus. To better engage the brand's young audience across multiple markets, the retail brand needed to interact in a more natural, authentic and conversational way.

"[We're] shifting the focus to create content that feels really appropriate… and feels like we're not a corporate brand…. It feels like we're really trying to have a conversation with you…. [and be] part of your life. – Robert Hede, Head of Customer Experience, Cotton On Brands

To do so, Hede needed to create the time for team members to empathise with their customers and flex their creative muscles. But carving out time for creativity first meant liberating the team from performing trivial design tasks. To manage this, Hede leaned on automated design tools.
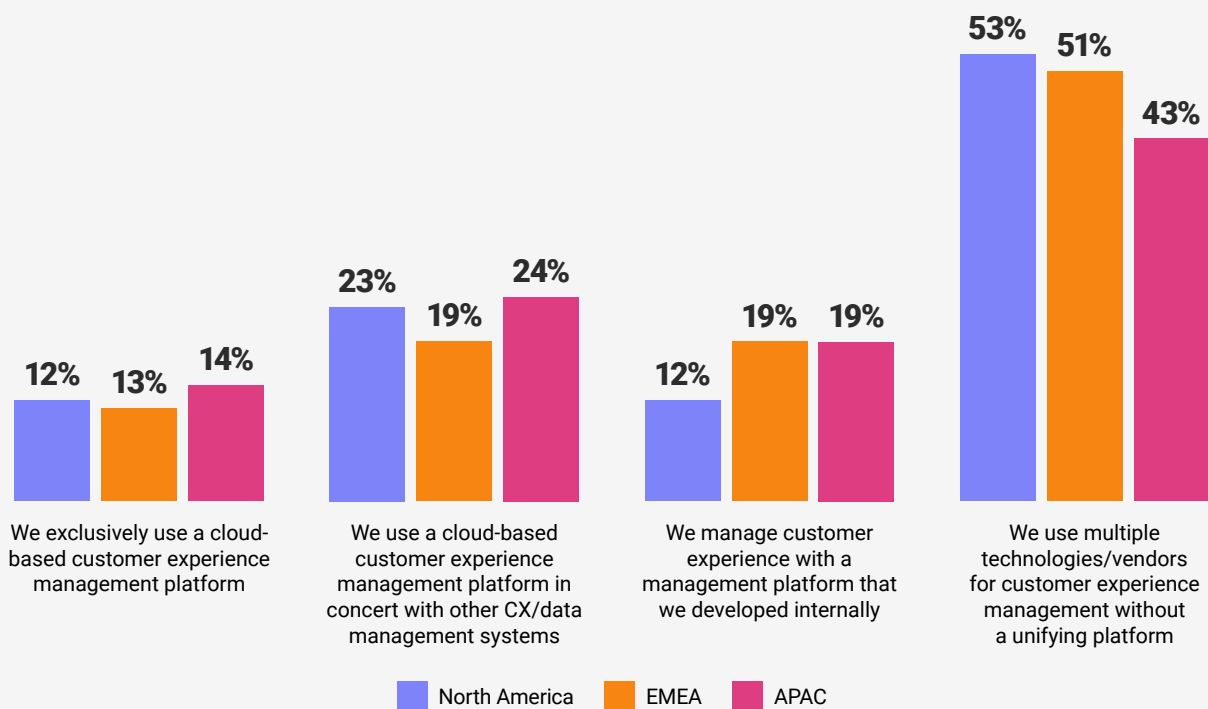
"We want to get them focused again on doing amazing work and creating and not just duplicating artwork or repeating the files out to multiple currencies or doing the manual stuff." – Robert Hede, Head of Customer Experience, Cotton On Brands

7. The Missed Cloud Opportunity

Cloud solutions are critical to drive both rapid customer experience enhancements and operational efficiencies, yet this study suggests cloud-native CX adoption is surprisingly low. Only a very small minority (14%) of APAC organisations exclusively use a cloud-based customer experience management platform. As is the case with other regions, the majority use internally developed, on-premise systems often without a unifying platform.

FIGURE 6

Which of the following best describes your organisation's approach to customer experience technology?

	We exclusively use a cloud-based customer experience management platform	We use a cloud-based customer experience management platform in concert with other CX/data management systems	We manage customer experience with a management platform that we developed internally	We use multiple technologies/vendors for customer experience management without a unifying platform
North America	12%	23%	12%	53%
EMEA	13%	19%	19%	51%
APAC	14%	24%	19%	43%

Samples: North America practitioners (970), EMEA practitioners (1,093), APAC practitioners (544)

> **For almost half (48%) of APAC practitioners, the lack of integration between tech systems is the number 1 internal customer experience barrier.**

These results suggest opportunities are being missed. Disparate customer experience management technologies weaken organisations' ability to assimilate and understand end-to-end customer journeys. This in turn jeopardises the quality of customer insights that organisations can draw from their customer data, which impairs the quality of subsequent campaigns and content. Poor or poorly personalised content undermines the company's promise of value to the customer, eroding customer trust.

What's more, cloud-native solutions offer some of the best means of capitalising on technological advances in AI, IoT, edge computing and blockchain – areas in which the APAC region arguably leads the rest of the world[21] – while also allowing businesses to develop and deploy

new applications faster. Given that customers expect organisations to create ever richer digital experiences that empathise with their real-time individual needs, not using a cloud-based CX platform adoption feels a missed opportunity.

The findings are equally surprising given cloud solutions' inherent agility, elasticity, scalability and synergy. For almost half (48%) of APAC practitioners, the lack of integration between tech systems is the number 1 internal customer experience barrier. Organisations that use cloud-based experience management platforms, especially those that integrate well with other cloud-based solutions, such as creative clouds and document clouds, not only have greater end-to-end customer journey insight, but they're also better placed to remove friction in marketing and CX processes. By improving the interplay between analytics, content, personalisation, and workflow and process, organisations can drive operational efficiencies while deepening customer relationships and reinforcing that all-important customer trust.

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[21] TechMonitor, *What China's lead in edge computing means for the rest of the world,* 2022

Conclusion

We started this report by asking how can APAC brands enhance their customer experiences and their bottom line? Based on the findings of this study, here are some suggestions:

Close the gap

To close the gap between customer expectations and your experience offering, resist the temptation to cut spending or extend infrastructure upgrades. Strengthen customer relationships and increase organisational resilience through sound analytics and automation investments.

Treat personalisation as a trust multiplier

Unlock exponential business performance through the synergistic relationship between personalisation, data and trust. Remember that well-executed personalisation is a trust multiplier and drives business performance. Consumers share more data with brands they trust. Increased data insights enhance personalisation. Well-executed personalised content builds trust, and so the virtuous cycle continues.

Enrich real-time data

Stay ahead of customers' evolving needs, preferences and expectations. Enrich real-time data with human insight to offer customers personalised value all while communicating with respect, empathy and understanding. Do not rely on manual processes for cross-border regulatory compliance. Lean on automated solutions to stay ahead of national nuances in data privacy policies.

Plan for hybrid online and offline journey complexity

Hybrid online and offline journeys are now the norm. These complex journeys must be analysed, orchestrated, and harmonised as consumers move seamlessly between online and offline worlds at scale and pace. Ensure these platforms are agile and scalable and can successfully integrate emerging channels and customer data from a growing number of connected devices. Establish strategic initiatives to track customers' unique identifiers across digital touchpoints.

Streamline content workflows

Be more deliberate and considered in content planning and strategy. Review content production processes and procedures for friction and inefficiency. Introduce work management solutions to keep tabs on workflows, automate key processes, standardise outputs, eliminate duplicated work, remove creative minutiae and streamline approvals.

Connect commerce experiences

Create guided journeys through complex sales funnels to streamline online and offline purchases. Maximise AI to enable next-best decision-making and optimise digital commerce operations such as fulfilment processes. Monitor and plan for social commerce evolutions, such as wider metaverse usage.

Maximise cloud-native customer experience solutions

Remember that customer experience does not sit in isolation from content and process. The most meaningful and engaging customer experiences weave the art of creative with the science of data to deliver content in the moment, where and when the customer interacts. Capitalise on cloud technologies to optimise workflows and remove friction between data, analytics, personalisation, commerce, content, journey and delivery.

For a competitive edge, prioritise humanity, creativity and velocity.

2023 promises both market challenges and immense opportunity. Organisational resilience is critical in times of socio-economic uncertainty. Yet innovation and creativity are equally essential to win hearts and minds in APAC's ballooning customer base.

Customers are always raising the bar for what makes a great experience — delighted one day and dismissive the next. This puts pressure on organisations to continually meet and exceed

Capitalise on cloud technologies to optimise workflows and remove friction between data, analytics, personalisation, commerce, content, journey and delivery.

8%

of APAC organisations think they offer exceptional digital customer experiences.

these evolving standards. How can companies keep up? By delivering creative, personalised experiences that demonstrate an excellent understanding of individuals' needs, frustrations, priorities and motivations.

So, pair insight with instinct and blend data with human insights. Respond to customers' in-the-moment needs with creative and empathetic content. Speed up your content velocity to stay ahead of customers' rapidly evolving preferences, leaning on automation to smooth frictions in internal workflows and drive operational efficiencies. Finally, analyse and orchestrate harmonised online digital and physical interactions.

Customers' expectations don't stop rising during turbulent market conditions. With just 8% of APAC organisations offering exceptional digital customer experiences, now's the time to up the game.

Methodology

The 2023 Digital Trends: APAC In Focus report is based on an online survey fielded to select Econsultancy and Adobe lists. The survey was launched on September 20th 2022 and closed on November 30th 2022 with 942 qualified client-side respondents in Asia, Australia, and New Zealand.

Demographics Profiles

- 21% of respondents are at the senior director level or above and 79% are at the practitioner level. Throughout the report, we include comparisons between these two groups.

- In terms of industry sector, manufacturing and engineering and technology held a significant share of respondents (13% each), followed by retail (11%) and financial services and insurance (10%).

- Those addressing both B2B and B2C markets equally accounted for 37% of respondents, followed by B2B (34%) and B2C (28%).
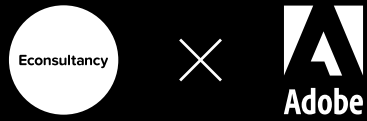
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