



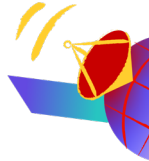
Digital Meets Physical: Do Your Customer Experiences Deliver?

Take your viewers, fans and subscribers through
a seamless omnichannel buyer experience



Today's viewers, fans and subscribers expect the same high-quality, digitally driven experiences and self-service options that they encounter in other areas of their lives – such as banking. What's more, they expect relevant customer journeys across all channels, at all times. As a marketer, you need to rethink how your brand engages with audiences and fans across both the digital and physical realms.

With the right technology and processes, you can carefully curate data from a variety of sources in order to deliver exceptional customer journeys across channels, unlock new opportunities and create competitive differentiation. In marketing today, customer journey orchestration is essential. It allows you to corral interaction from different platforms, systems and applications to build a complete understanding of the customer. This, in turn, provides the foundation for optimised customer journeys.



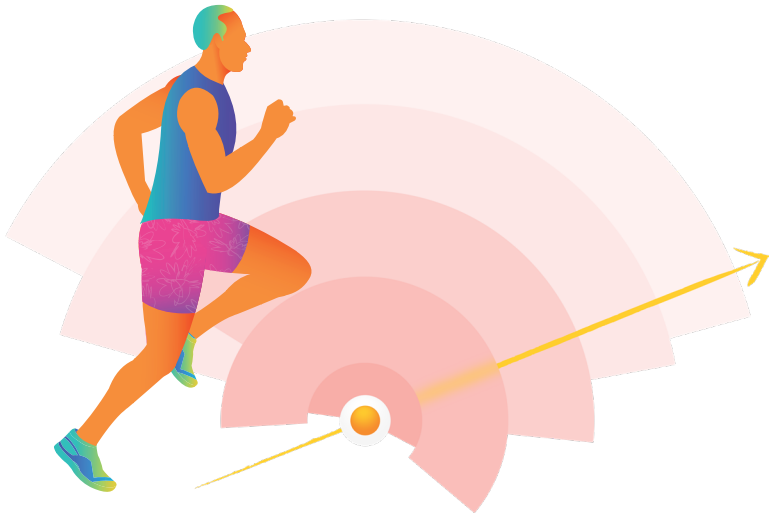
Consumers become frustrated when brands send too many emails or push products that don't match their interests. 65-70% of Gen X and Millennials will walk away from brands if their experience is not contextually relevant or personalised, according to data from Econsultancy. As consumers become more discerning in their subscription behaviours, it has never been more critical to fully understand your customer base. Content may still be king, but the customer decides how and where that content is consumed.



71%

Compared to 'laggard' organisations, 'leader' organisations are significantly more likely to 'frequently' have omnichannel journey practices as part of their personalisation practices and are 4.7x more likely to have real-time accessibility/availability of omnichannel customer data (71%).

Source: Forrester Consulting



Where are customer journeys heading?

Looking ahead, we can safely say that physical and digital experiences will continue to converge as people interact with brands in stores and venues, as well as across a variety of digital platforms. Interactive and immersive entertainment experiences are likely to be turbocharged by 5G connectivity, A/R virtual models, 3D, live streaming and simulation.

Technology has made great strides in recent years, driving companies within telecoms, media and entertainment to catch up. Making it possible to experience a product you can't yet touch, providing customers with more information on products they're genuinely interested in when they're visiting a store - these are services that customers increasingly expect. As technology continues to become more and more present and

important to everyday experiences, marketers have new opportunities to fine-tune customer journey experiences to expectations. Just imagine for a moment what you could do with everything new technologies can offer. Here are some ideas for new kinds of customer journeys:



Tailor-made advice that bridges digital and physical

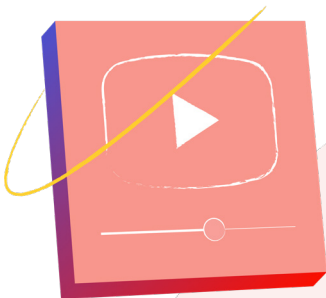
Amaya has looked at new mobile subscription plans several times over the past couple of days. A few days later, her provider sends subscription recommendations based on her recent use of smartphone, laptop and tablet, taking into account her preferred features and services, time spent and services she hasn't used. She is prompted to answer a few brief questions about expected future use, budget and features, complete with a tempting one-off discount offer. The next time Amaya is in town, she receives an invitation to visit the nearest dealer and sign up in person for an extra discount and free phone upgrade. Who could resist?

In a similar vein, O2, [Telefónica](#) Germany's main brand, is successfully bringing different sources of information together in one place to serve customers across multiple channels and touchpoints. Whenever customers engage with O2, they see one brand, regardless of the channel they're interacting with. Whether O2 is offering customers a new contract, TV subscription or new device, it can provide individual deals and personalised, tailored content at all times. In a similar vein, [BT](#) is enhancing communication through a cross-channel engagement strategy that merges email, online, direct mail, mobile channels and its call centre. By delivering tailored communications to reflect where customers are in their evaluation process or use of BT services, the company is improving customer relationships and reducing service and support costs.

Personalise experiences with recommendations that merge virtual and physical

After ordering a coffee, Jennifer skims news headlines on her tablet. There's an interesting editorial on international diplomacy, with links to external sources, which she browses. As the coffee arrives, Jennifer receives suggestions for further reading. She clicks on a title: A Diplomat's Memoir – ideal reading for her upcoming holiday. Next to a payment link, a map shows the route to a nearby bookshop, where she could pick up the book. Seconds after she presses 'pay', Jennifer receives confirmation that she can pick up the book. In the bookshop, she starts browsing and immediately receives an app with more reading recommendations and links to videos on international policy and politics.

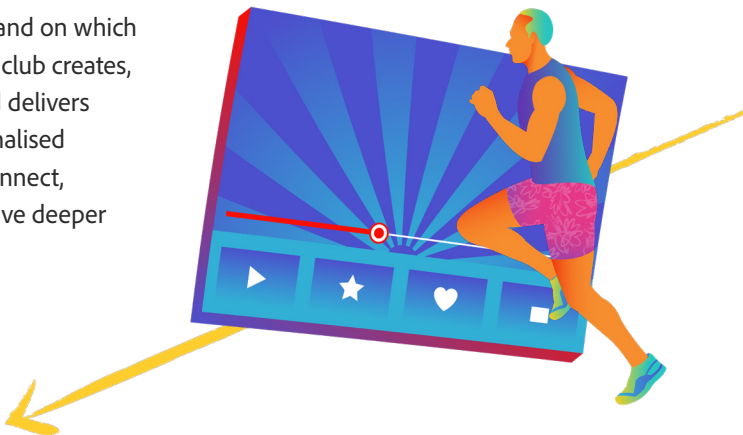
This type of cross-platform personalised approach meets a current key requirement in the publishing and media sector: customers want to be able to choose between channels and consume information in a format that best suits their needs at any given moment. A 360-degree view of customers makes it possible to directly connect with ever-more diversified and highly specific media interests across multiple devices. Embracing digital channels allows [Telegraph Media Group](#), for example, to tell stories in new ways and reach new subscribers. More people now read the newspaper on their computers or through a smartphone app, where interactive charts and video can offer deeper understanding of issues. Younger readers may explore visual stories on Instagram or Snapchat.



Merging home viewing with stadium excitement to captivate fans

Since Barry started to watch more sports at home on a selection of streaming platforms, he hasn't attended all that many games. When he hasn't visited games or watched any sports for a week, he starts seeing all kinds of fun offers: following away games in 3D, virtual meet-and-greets with sportspeople he follows on social media, or being able to watch games where cameras focus on his team and favourite players. At the end of a match he's watching using a 3D headset, the camera pans to a billboard with a personalised message telling him to check my phone and he finds a code for a discounted ticket to his team's next home game.

These are just a few ways in which sports organisations can forge and expand direct relationships with fans. By using analytics and mining data, it becomes possible to understand what each individual fan finds most exciting. For example, [Real Madrid](#), which boasts one of the world's biggest sporting fan bases, is transforming its approach to fan engagement by creating deeper connections anywhere – from in the stadium to at home – driving better experiences, loyalty and growth across the world. Real Madrid is creating real-time, unified customer profiles so they can better understand how their fans engage with the brand when and on which channel. The club creates, manages and delivers highly personalised content to connect, excite and drive deeper engagement.



How can you adapt to deliver the journeys customers want?

Customers are increasingly expecting – and appreciating – real-time suggestions on what genuinely interests them, at the most relevant time, presented in whatever online or real-world environment they find themselves engaging with. Adobe surveyed marketing professionals and leaders to find out that profound change is already underway. To make the customer journey more painless and streamlined, organisations aren't just adding new technologies - they're adapting their organisational structures, processes and skillsets as well.

1. Invest in unifying customer profiles with real-time data and insights

A unified profile is the foundation for the ideal customer journey. That means going beyond interests or preferences: the profile fuses data from any sources and actively listens for any behavioural data in real time, which ensures the customer journey always stays contextually relevant across channels. 72% of [Sky UK](#) customers, for example, interact with the company across three or more channels, including phone, in person and online.



4.7x

Leading organisations are 4.7x more likely to personalise experiences triggered by a customer's real-time behaviour

Source: Forrester Consulting

To help bolster its cross-channel marketing needs, Sky UK implemented top-of-class analytic and personalisation tools to gain a deeper understanding of customers by monitoring and bringing together real-time customer data from across channels.

2. Evolve marketing organisations & eliminate technology silos

Getting rid of silos means you can pass a significant hurdle to providing a seamless customer experience. Our survey found that legacy marketing technology and the silos that have sprung up around them over the years are one of the biggest roadblocks to providing a seamless customer journey. In a related manner, organisational silos also prevent customer journeys from being as smooth as possible.

54%

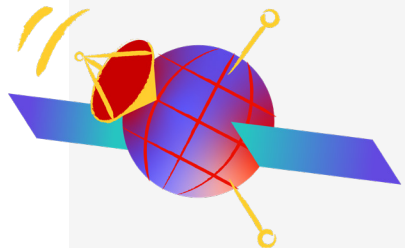
54% of companies claim their customer service operations are siloed.

Source: Forbes

1/4

Only a quarter of senior executives are of the opinion that their teams are effectively sharing knowledge organisation-wide.

Source: McKinsey & Company



3. Build relationships across the virtual and physical worlds

With customers accessing so many different channels throughout the day, it has become a major challenge for marketers to prioritise the most effective. Let the customer dictate how, where and when they engage with your brand and meet them in the moment. No matter whether they're engaging in person or on a mobile device or some other channel, your focus is always on building a relationship with your customer by providing finely-targeted personalised interactions.

Our own research shows that more than half of all senior executives are increasing their 2022 investment in platforms that will empower their organisation to serve customers across increasingly complex omnichannel customer journeys. Customer data technology and experience management platforms are key spending priorities for 2022.



67%

67% of media entertainment leaders and practitioners agreed that their audience data value exchange is transparent, competitive and informed by their audience's needs and journeys.

Source: Adobe

Merge online with offline to offer truly personalised buying journeys.

As your viewers, fans and subscribers jump between channels of interaction more fluidly than ever, and expectations increase, your need for omnichannel personalisation, automation and scalability will definitely keep growing. They embrace subscriptions, enjoying buying without the shopping. They expect physical and digital experiences to merge seamlessly, augmenting the in-store and online steps in their journeys.

Connect journeys across channels by using data from all sources across customer touchpoints at all times, and they'll be truly seamless. Whether customers are browsing or buying online, in person or anywhere in between, if you can provide an omnichannel buying experience, they will reward you by committing and entering into a long-term relationship.



Adobe can help.

We're long past the times when simple email blasts were all that was needed for a successful marketing campaign. Customers everywhere expect hyper personalisation no matter where they encounter your business, and Adobe Journey Optimizer is the key to delivering this personalisation at scale. Build customer loyalty by keeping track of their goals in real time and reaching out with exactly the message they need from you exactly when they need it.

Learn more about how [Adobe Journey Optimizer](#) can help your brand build trust and loyalty by creating a seamless omnichannel experience.

Visit our [Telecommunications](#) and [Media & Entertainment](#) pages to find out more.

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