Latest Trends

Jo O'Connor,

Principal Solutions Consultant, Adobe

Adobe

14 years of trend analysis

2024

Digital
Trends
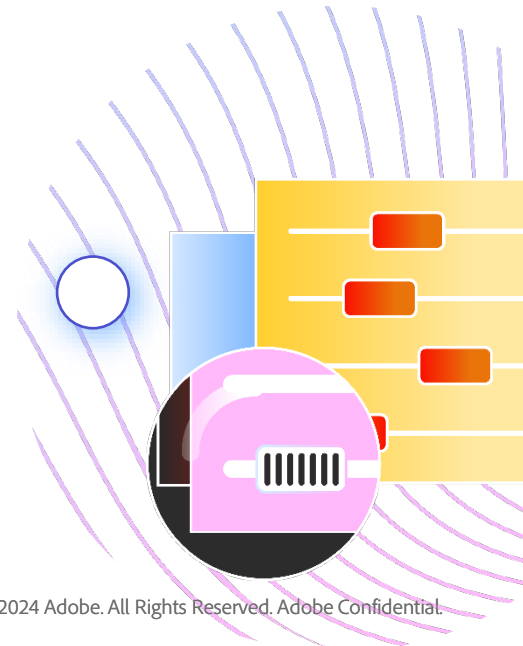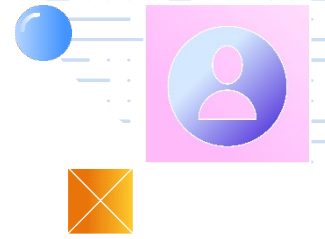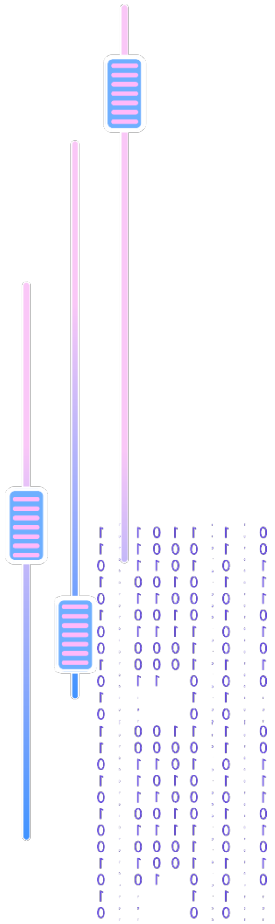
Key Learnings

1. Customer experiences not meeting expectations

Customers know how much data companies have, and don't feel it is being used enough

2. Personalisation based on assumptions

Organisations have focussed on mechanics, not on what customers want

Assumptions based on outdated information and norms

3. Data dots are still unconnected

Data unification is only part of the picture for exceptional CS

This foundation is essential for using AI

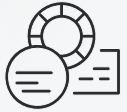## 4. AI potential is unrealised by achievable

Perception is that Gen AI is enough to scale. Reality is that it relies on a data foundation.

It needs to be embedded in business processes, but no KPIs shows a lack of focus

Personalisation in 2024

What does personalisation mean in 2024

Connected end to end journey across all channels

Interaction with brands on the **customers schedule**

Responsible use of data

Activate in the **right time** and **right place** for you and your customer

Figure 5: Personalisation that consumers value the most from brands (top 3). (Consumer)

Personalisation	Percentage
Sends timely reminders by text or email about products or services I might be interested in	31%
Sends messages and offers that feel tailored to me	30%
Sends me offers and messages that seem to fit my age, gender, and lifestyle	28%
Recognises me on all my devices when I log onto its website or app	25%
Gives recommendations based on my latest browsing history and/or purchases	24%
Recognises my information and preferences when I'm making a return or reaching out for support or customer service	23%
Addresses me by name in all digital communications	20%
Recognises and responds to my most recent purchases or browsing history in their communications	19%
Shows ads on social media that are relevant to my interests and needs	16%

Sample size: 6,556

Customer Expectations
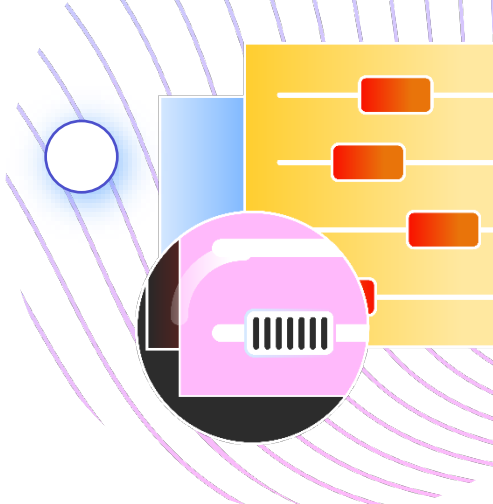
80%
Value consistent experiences

2x
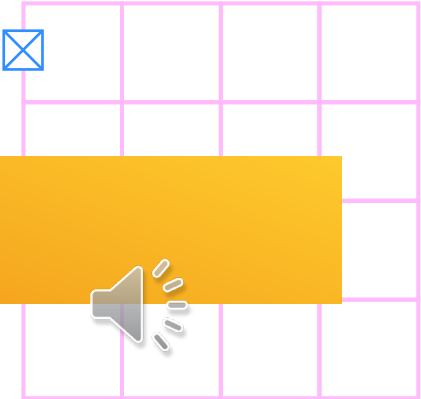Preference to recommendations in app or web over email

60%
Prefer email to text for top offers

91%
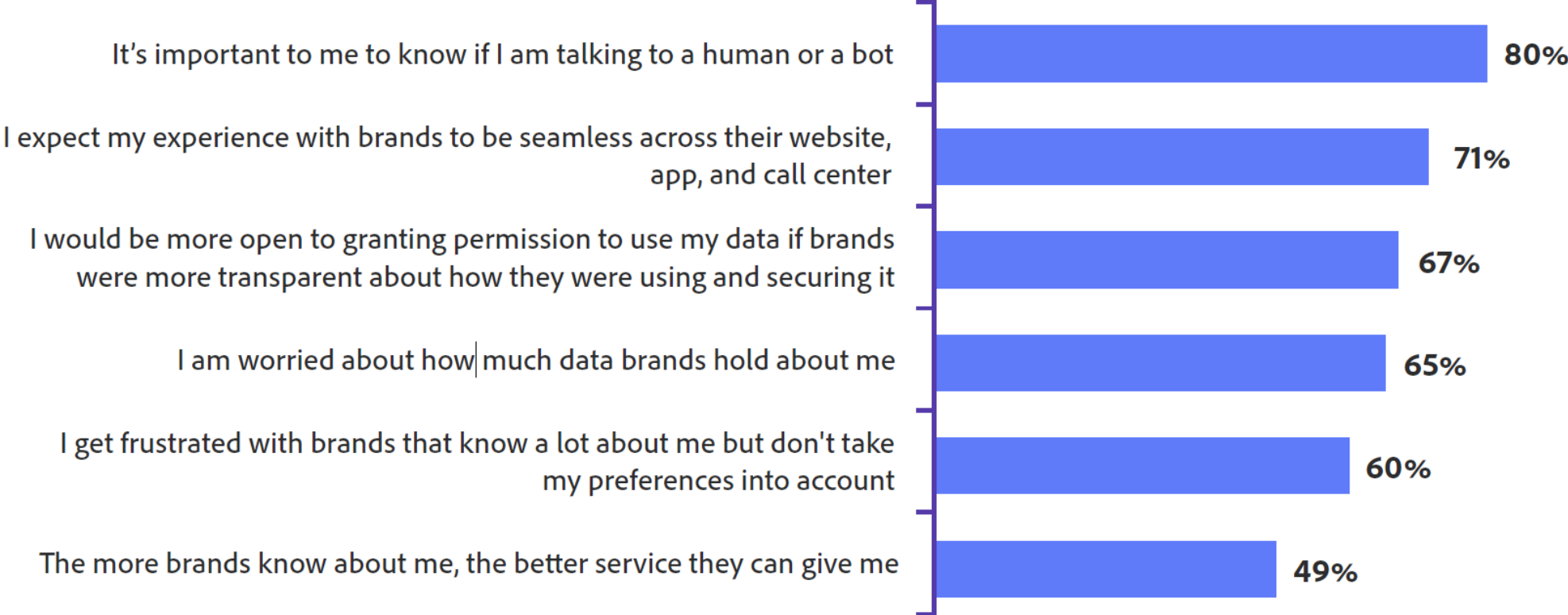Want their data used responsibly

26%
Believe they get an excellent experience

"Real time personalization is what our customers expect every single time"

Customer Expectations

Figure 1: To what extent do you agree with each of the following statements? (Consumer)

| Statement	Percentage
It's important to me to know if I am talking to a human or a bot	80%
I expect my experience with brands to be seamless across their website, app, and call center	71%
I would be more open to granting permission to use my data if brands were more transparent about how they were using and securing it	67%
I am worried about how much data brands hold about me	65%
I get frustrated with brands that know a lot about me but don't take my preferences into account	60%
The more brands know about me, the better service they can give me	49%

Sample size: 6,793

Generational Differences

Figure 4: When choosing between different brands to do business with, which of the following are more important to you? (Consumer)
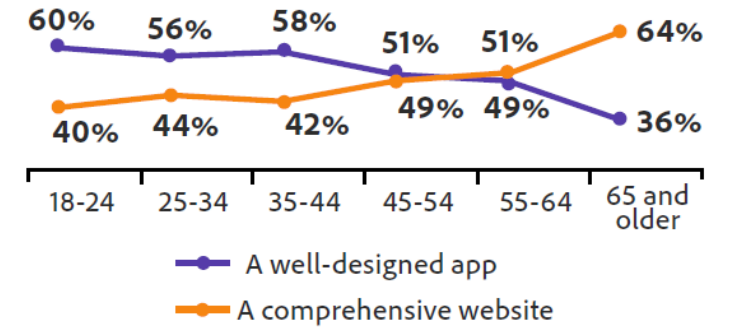
a) Online chat with agent versus a number to call

- Online chat with an agent
- A number to call
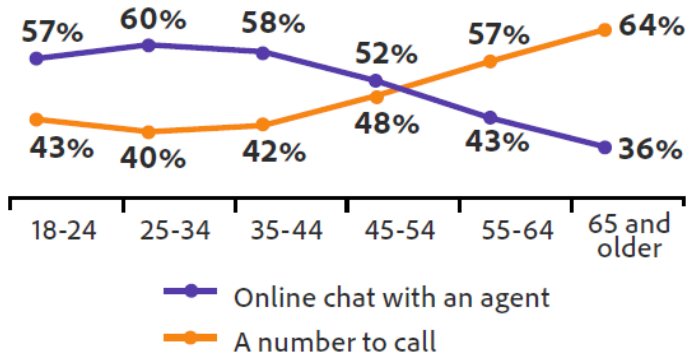
b) Online chat with a virtual assistant versus a form for questions

- Online chat with a virtual assistant
- A form for questions and inquiries
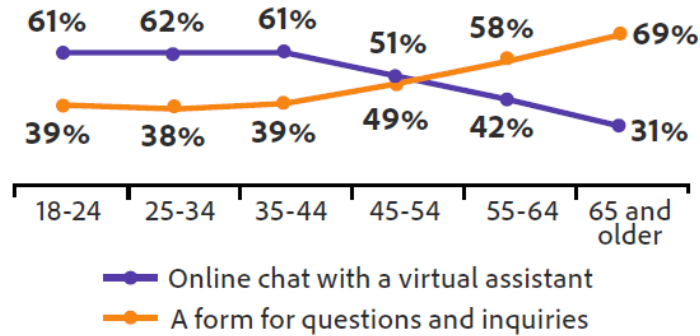
c) A well-designed app versus a comprehensive website

- A well-designed app
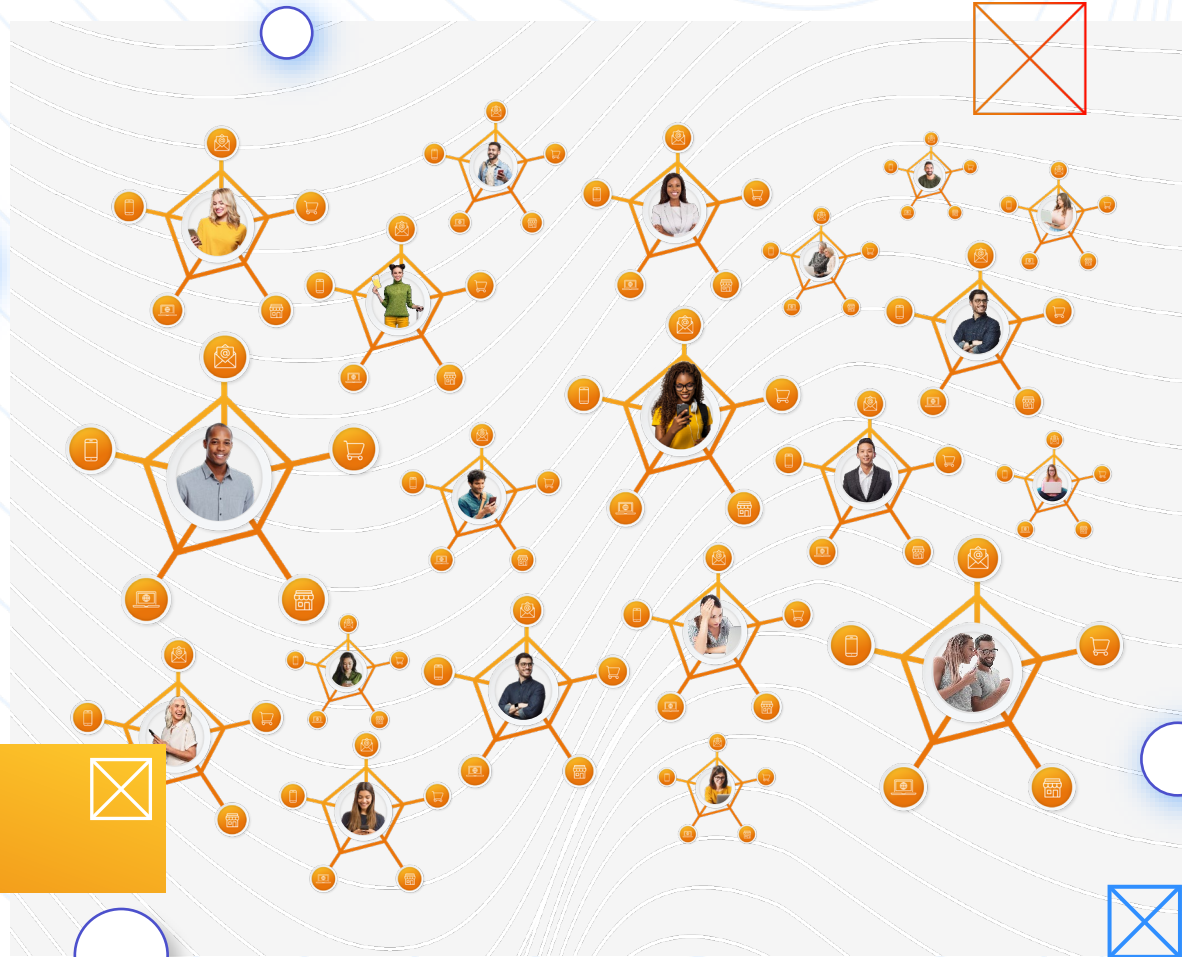- A comprehensive website

Sample size: 6,793

Personalisation Effectiveness

Figure 7: Aspects of digital content that practitioners say they are routinely personalising versus the effectiveness of their organisation's customer data systems.

Aspect	Highly Effective	Moderately/Ineffective
We use data and analytics to predict customer needs by segment	65%	60%
We use data and algorithms to personalise the website experience	54%	41%
We make recommendations based on previous purchase and browsing behaviour	54%	53%
Offers are updated in real time to reflect most recent browsing behaviour	47%	27%
We use generative AI to personalise images, infographics, or video content	41%	23%
We use generative AI to craft emails, messages and other copy	40%	29%

Highly Effective **Moderately/Ineffective**

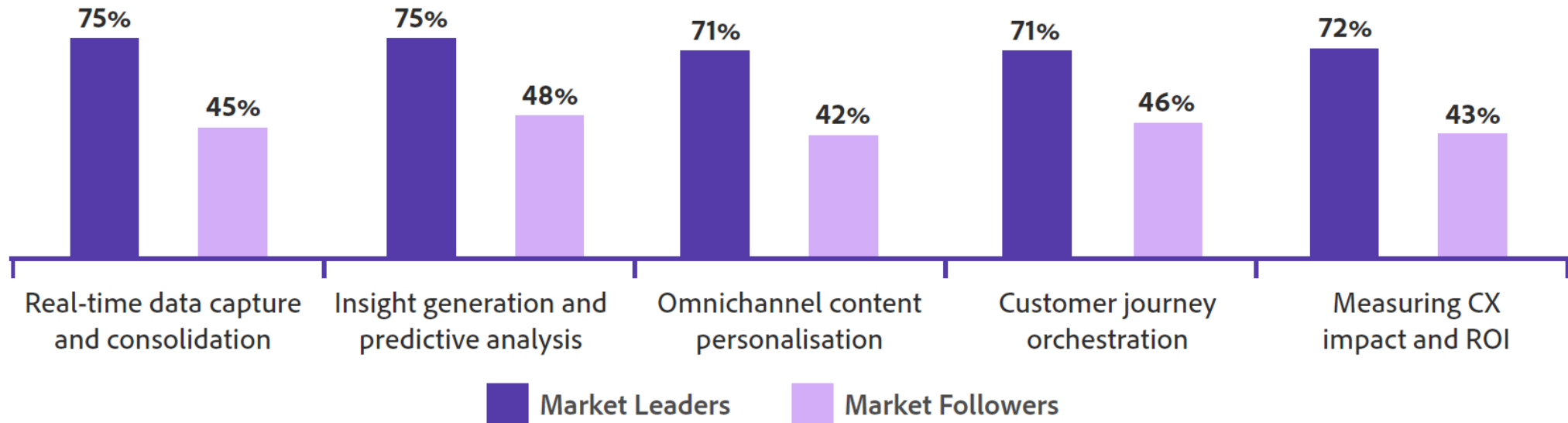Sample size: 1,700

Adobe

Data

Data and Insights are foundational for personalisation

- Many organisations are still "developing" their data strategies

- More than half say that customer data management is a top tech priority

- Consumers prioritise better customer service handovers and self service support

- Nearly half rate their experiences with chatbots as very poor, poor or inadequate

Market leaders have better data capabilities

Figure 8: Senior executives rating their data-related capabilities as "best in class" or "above average."
**Market Leaders vs. Market Followers**

	Real-time data capture and consolidation	Insight generation and predictive analysis	Omnichannel content personalisation	Customer journey orchestration	Measuring CX impact and ROI
Market Leaders	75%	75%	71%	71%	72%
Market Followers	45%	48%	42%	46%	43%

Sample size: 1,243

Compliance leads to a competitive edge

- Having control and governance of data is necessary to accelerate to new approaches such as AI

- Getting the data hose in order is critical groundwork to leverage generative AI capabilities for content creation, customer support and more in a secure manner

AI
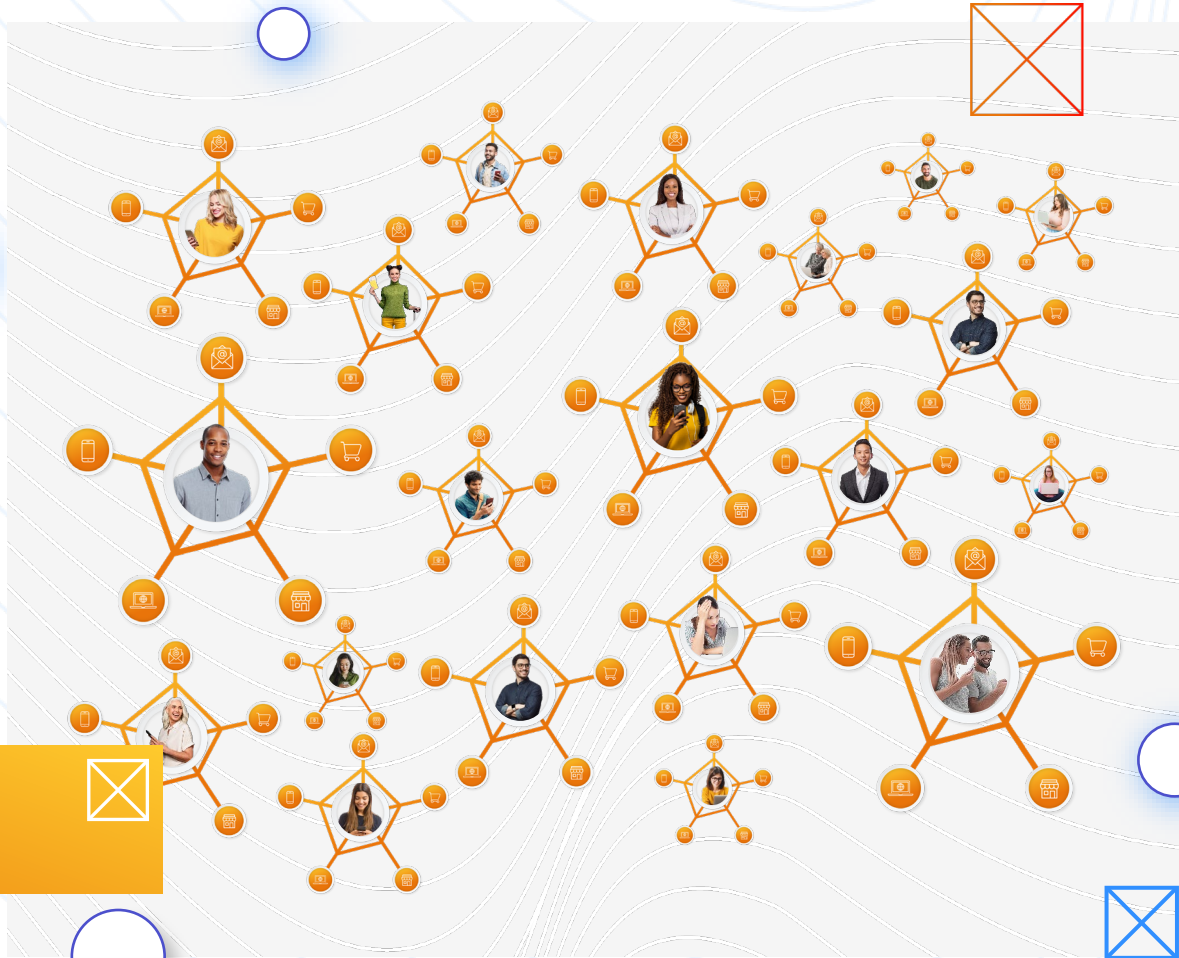
AI – starting point and future goals around Generative AI
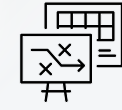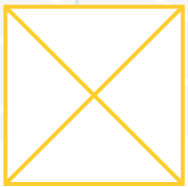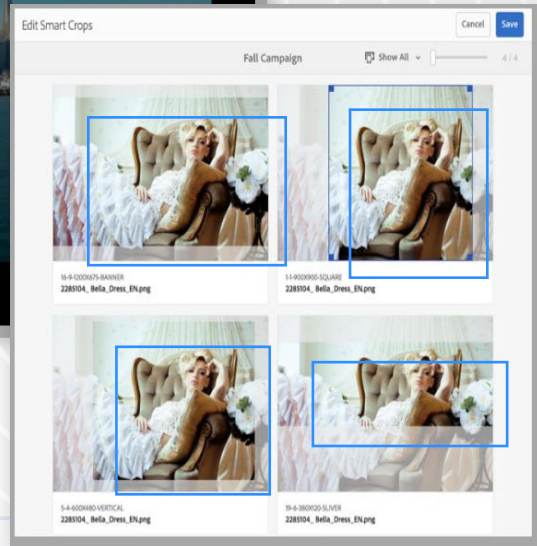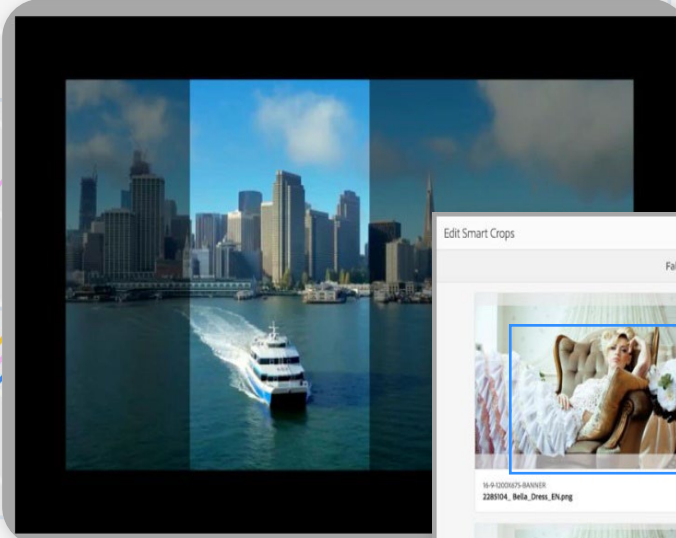
Only 25% have linked AI to larger transformation and CX goals

Risk that lack of strategic oversight means Gen AI deployments will not meet expectations

First use case for Gen AI is around content, marrying executive goals and customer expectations

Cross disciplinary teams will be vital to successful rollout of AI to achieve benefits

AI Rollout Success Factors

- Leadership – leaders more than twice as likely to introduce AI leadership roles by middle of 2024

- Data – Responsible data use is imperative for organisations and consumers – leaders more than twice as likely to have privacy and security standards in place

- Roadmap – leaders are more likely to have a roadmap that they are tuning – which is structured and goal oriented, rather than piecemeal

- KPIs – leaders claim best in class CX measurement

"It's not as simple as just hooking up to the internet and putting whatever comes back in front of customers. It has to be thoughtfully done. But I absolutely think generative AI can help us in ecommerce, marketing, and software development. There's a lot of opportunity, but it's a marathon, not a sprint."

Jordan Broggi
Senior Vice President & President – Online, Home Depot

Conclusion – Same old story – but the twists are coming fast

We still see the old customer expectations story

Solutions now require foundational setup and strategic leadership more than ever

AI is promising, but will require care to achieve customer expectations and organizational value

https://business.adobe.com/resources/digital-trends-report.html

EXPERIENCE MAKERS ON TOUR

Copenhagen 2 May 2024 | 13:00 – 17:00 CET

Helsinki 8 May 2024 | 13:00 – 17:00 Local time

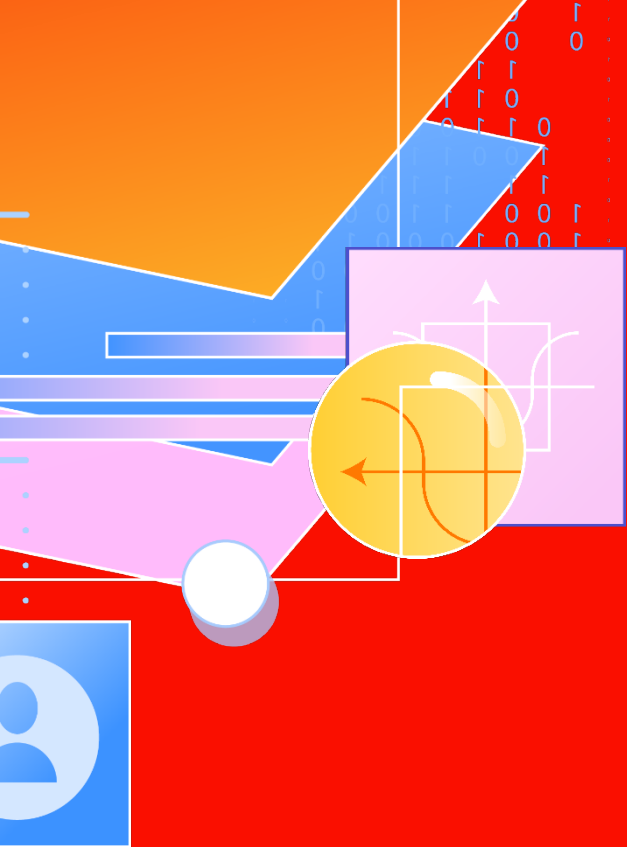Stockholm 22 May 2024 | 13:00 – 17:00 CET

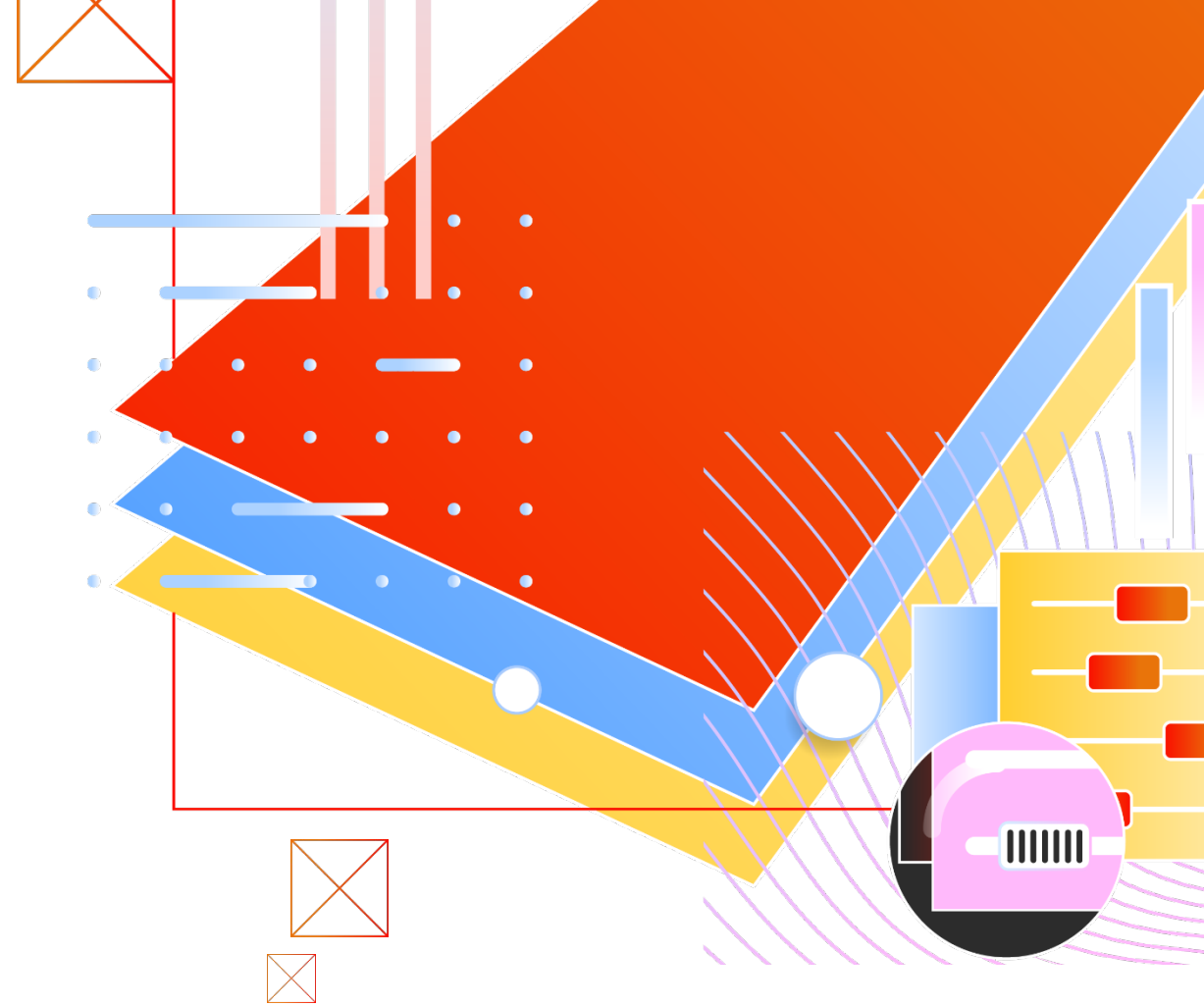Oslo 6 June 2024 | 13:00 – 17:00 CET

Register now

https://business.adobe.com/no/events/experience-makers-on-tour-2024.html

Discussion Time!

Question 1

How are your organisations adapting to new pressures

Question 2

Are you still focused on data and insight and how it can be used
to create optimal customer experiences...

... Or have you pivoted to hyper personalization – and the
explosive content challenge that poses