

Adobe Experience Cloud

Learn how to build a great customer experience strategy with Adobe



What Is Adobe Experience Cloud?

Adobe Experience Cloud is a combination of Adobe Marketing Cloud, Adobe Analytics, and Adobe Advertising Cloud within a single easily accessible platform. It allows you to automate and manage activities related to online advertising, intelligence gathering, and campaign management.

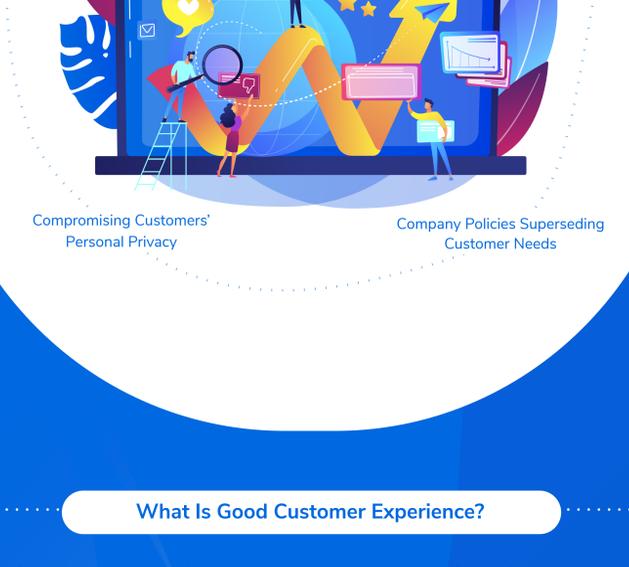


87% of consumers of organizations agree traditional experiences no longer satisfy customers (Accenture)

What Is A Bad Customer Experience?

A bad customer experience fails to meet customer expectations and falls short of providing customers a satisfactory customer experience.

- The key reasons that lead to a bad customer experience are:



What Is Good Customer Experience?

A good customer experience is when a customer keeps coming back and spreads positive reviews about their experience with your business.

- Brands can provide a good customer experience by:



How Do You Improve Customer Experience?

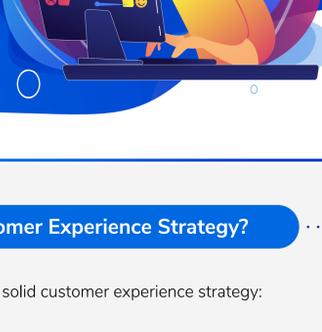
Businesses need to examine how customers interact with them. The most effective ways to improve customer experience are:



What Is A Customer Experience Strategy?

In order to retain customers and engage potential customers, businesses need to have a game plan in store. This game plan is called a customer experience strategy.

A customer experience strategy is a plan to deliver a meaningful and positive experience to the customer throughout their interaction with the brand (both pre and post sales).

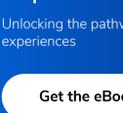


How Do You Develop A Customer Experience Strategy?

Below are the 10 key components of a solid customer experience strategy:

- Customer Focused Vision**
The best way to create a good customer experience strategy is by first envisioning a customer centric framework based on the company's principles and values.
- Customer Feedback**
It is very important to capture customer feedback in real time. Follow up emails must be sent to customers by using post interaction surveys and similar tools to automate processes.
- Know Your Customer**
To build a strategy based on the customer experience principles, the customer support team has to understand the needs and requirements of the customers.
- Great Framework for your**
It is imperative for organizations to identify the training needs for your workforce. You must assess the quality of the email communication or phone call.
- Accessibility**
You must ensure that your team engages with the customer and provide them with whatever they require.
- Employee feedback**
The overall feedback of your team is very important. You must conduct an annual survey to understand their needs and requirements, so that they can deliver a good service to the customers.
- Personalization**
Information gathered throughout the customer experience can be used to provide the customer with a great experience like providing them with relevant suggestions and more informed support.
- Measure the ROI**
The biggest challenges often faced by businesses are measuring customer experience. You need to find out whether the investment made on your team, technology and process are profitable and effective.
- User Friendly Accessibility on all Devices**
Your website on the laptop, desktop, mobile device or tablet must be uniform, simple and easy to navigate.
- Build a Relationship with your Customer**
The support team needs to create an emotional connection with the customers to create an amazing customer experience.

Customer Experience Examples



Breaking the CX code: Secrets of customer experience strategy

Unlocking the pathway to superior customer experiences

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