Personalization for Dynamic Customer Service

S823

About me

Adobe® PageMaker®

25 years
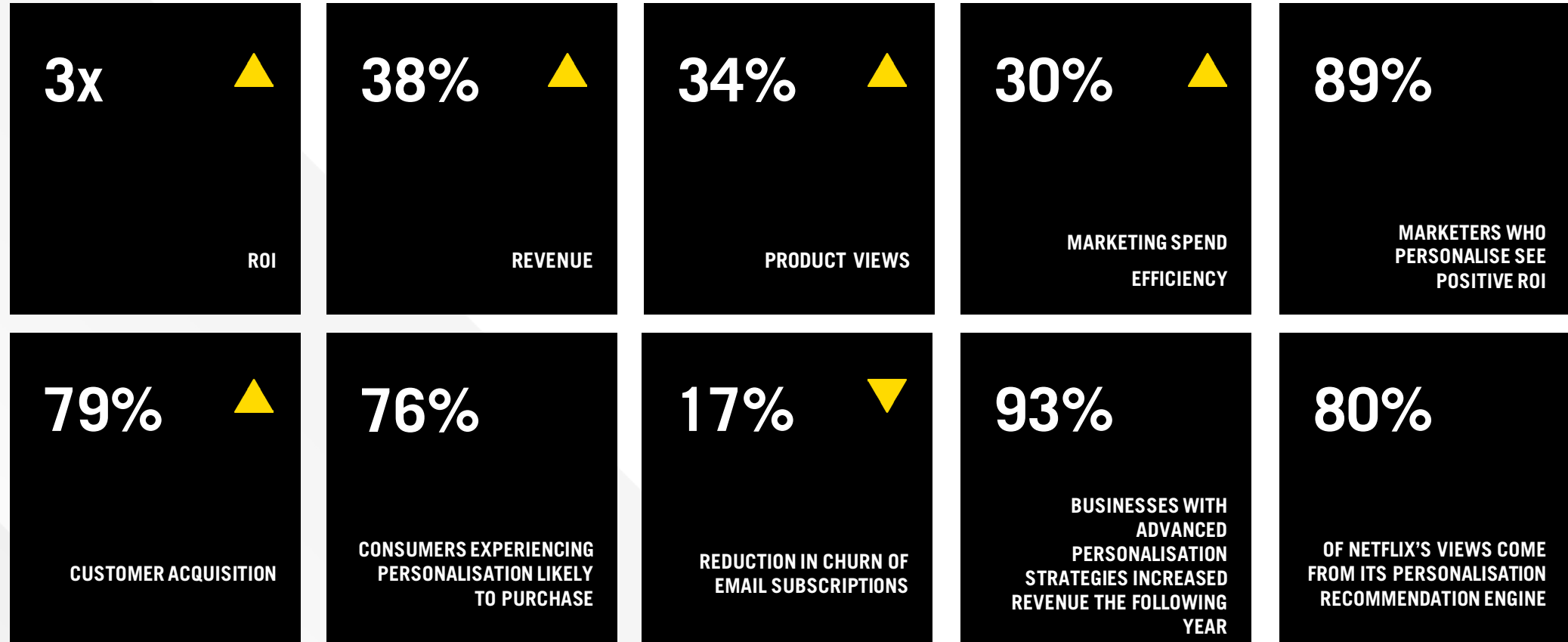
Adobe Test & Target

9 years

Harold Janson
Chief Personalisation Officer

/in/harold-janson

PERSONALISATION IS BENEFICIAL

The benefits of personalisation

3x ▲ ROI	**38%** ▲ REVENUE	**34%** ▲ PRODUCT VIEWS	**30%** ▲ MARKETING SPEND EFFICIENCY	**89%** MARKETERS WHO PERSONALISE SEE POSITIVE ROI
79% ▲ CUSTOMER ACQUISITION	**76%** CONSUMERS EXPERIENCING PERSONALISATION LIKELY TO PURCHASE	**17%** ▼ REDUCTION IN CHURN OF EMAIL SUBSCRIPTIONS	**93%** BUSINESSES WITH ADVANCED PERSONALISATION STRATEGIES INCREASED REVENUE THE FOLLOWING YEAR	**80%** OF NETFLIX'S VIEWS COME FROM ITS PERSONALISATION RECOMMENDATION ENGINE

Sources: Adobe, Harvard Business Review, McKinsey, CXL, Monetate, Medium, Forbes
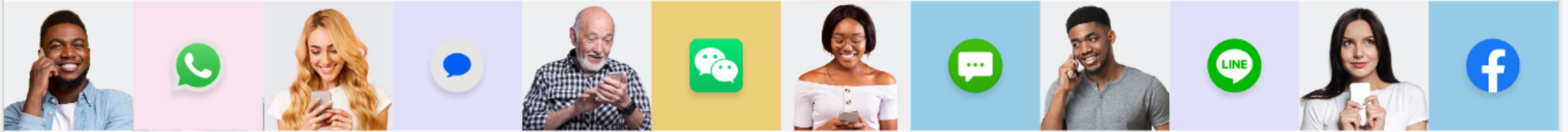
CONVERSATION IS ALSO BENEFICIAL

The benefits of conversation

Customers are **increasingly engaging** with brands in conversational channels

300B
messages are sent on WhatsApp, Facebook, Instagram, Apple Business Chat and GBM every day.

3.51B
over-the-top messaging app users projected by 2025.

50%
of consumers who receive branded text messages proceed to make a purchase.

The benefits of conversation

1.5 - 2x
Messaging efficiency ratio over voice

40%
Automation (bot containment)

16%
Average conversion rate increase with Messaging assisted sales journey's

2.5x
Increase in sales opportunities with Proactive Messaging

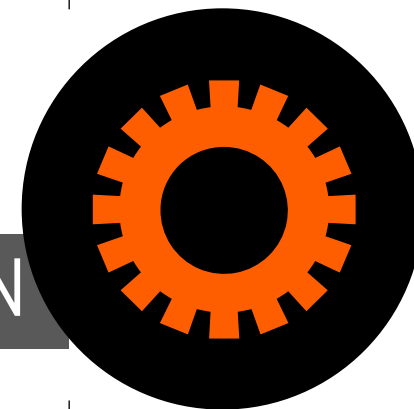# LET'S BRING PERSONALISATION AND CONVERSATION TOGETHER

Audience Manager

Marketo

Commerce

Target

PERSONALISATION

Dynamic Chat

Journey Optimizer

MEET

Analytics

Launch

Campaign

Experience Manager

Experience Platform

CONVERSATION

LivePerson Conversational Cloud

Understand
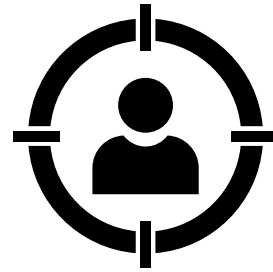customer sentiments and needs with unparalleled visibility

Gain real-time insight into **100% of conversations** with consumers, across all channels **(IVR, live voice, and digital)** to **improve the entire customer experience**
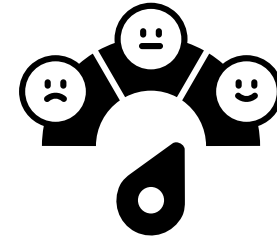
SALES

MARKETING

CUSTOMER CARE
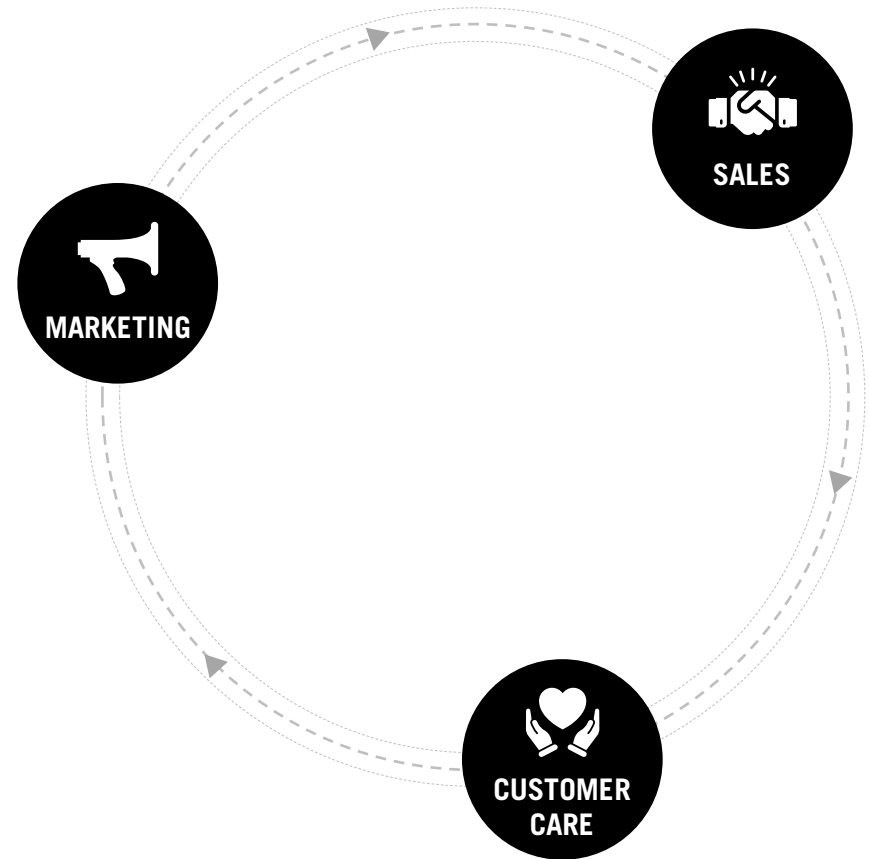
How Dynamic Chat + Adobe Experience Cloud bring value to customers
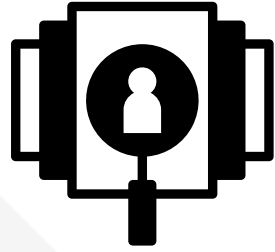
Boost lead generation

Improve targeting and nurturing

Enhance customer experience

How LivePerson + Adobe Experience Cloud bring value to customers
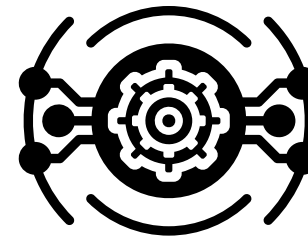
Enhance your Customer Profile and Expand the ID Footprint

Capture the "Voice of the Customer" for 360 Experiences

Shift customer behavior to asynchronous journeys to foster a deeper connection

Build Automations with Conversational Ai for Enhanced Personalization

KEY
USE CASES

Welcome journeys

Path to next purchase

Real-time promotional offers

Win-back/Churn prevention
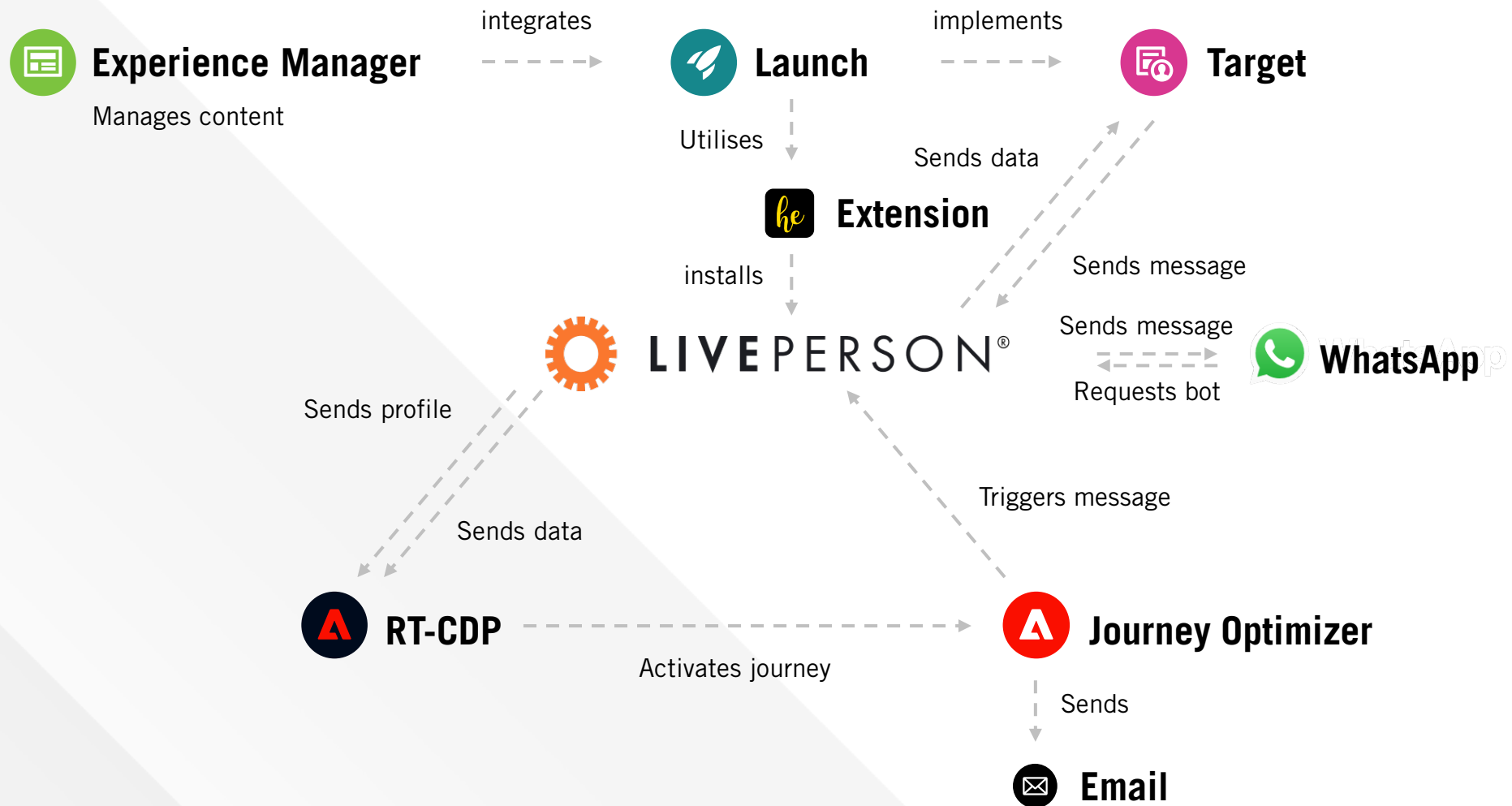
Service/care follow-up message

SOLUTION ARCHITECTURE

DEMO – B2C TRAVEL
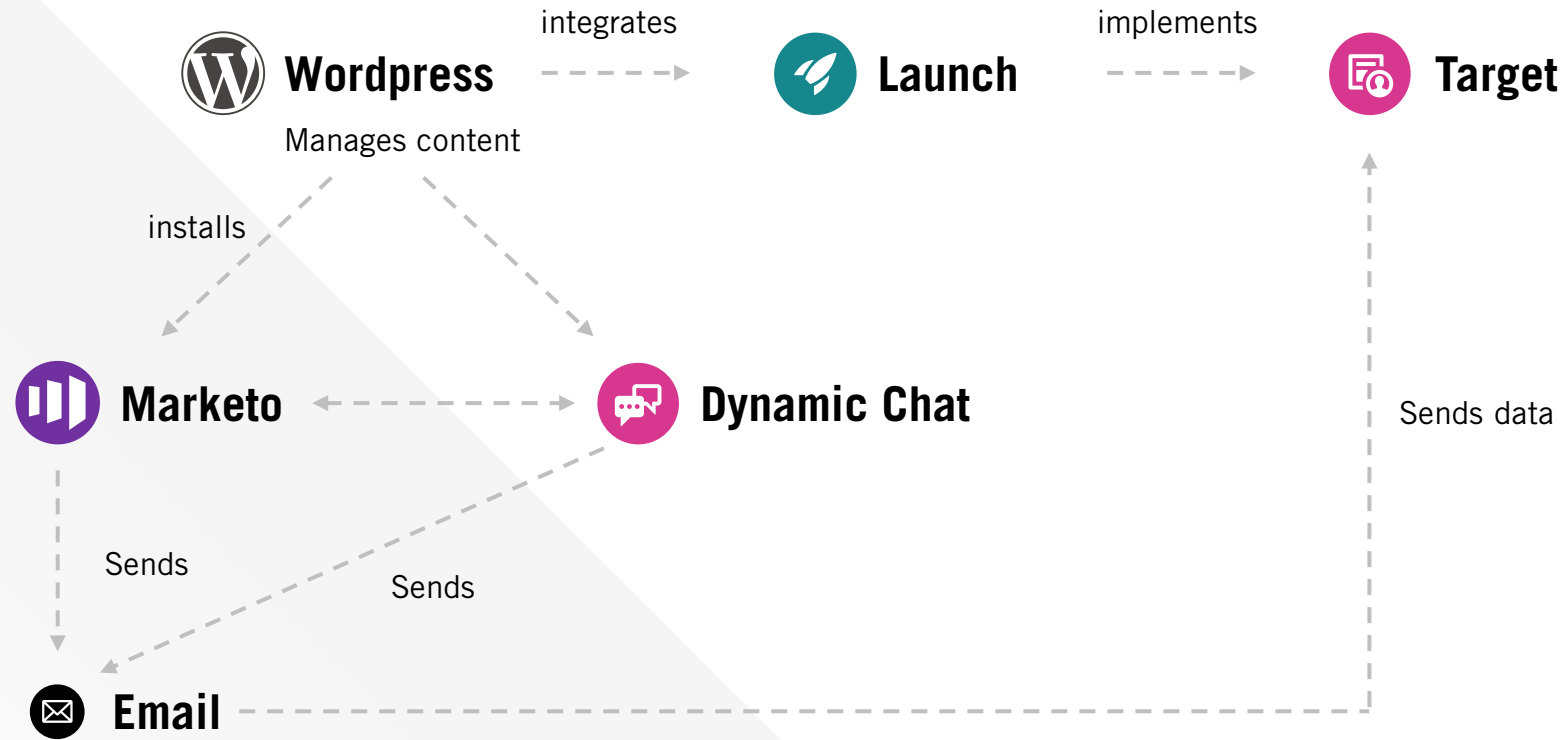
Solution architecture – LivePerson via AEM

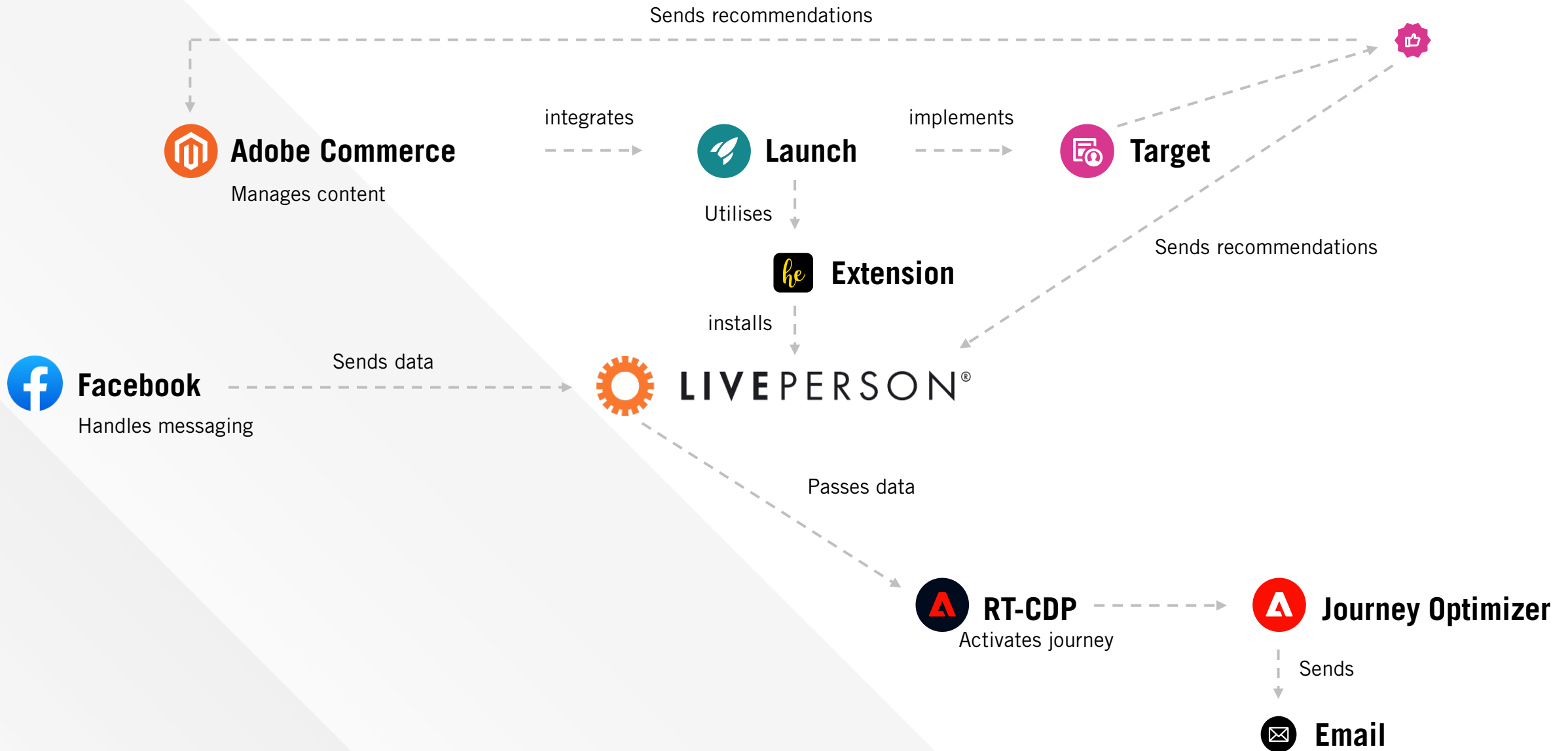# DEMO — B2B SAAS

Solution architecture – Dynamic Chat

DEMO — ECOM RETAIL

Solution architecture – LivePerson via Adobe Commerce

PERSONALISATION MEET CONVERSATION

PERSONALISATION AT SCALE

Visit the Adobe Target Community to continue the conversation!

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➔ Each session title hyperlinked to its Target Community Q&A thread
➔ Continue the conversation post-Session/Lab and post your follow-up questions
➔ Connect with Session/Lab presenters
➔ Presenters will monitor these Target Community Discussion threads to answer your questions
➔ Access Session/Lab recording links after Summit

SCAN ME