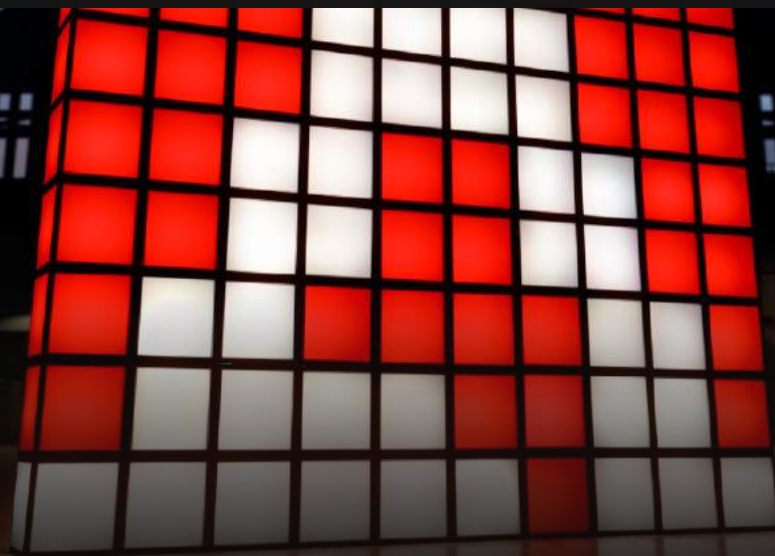




Future of Experience

Vijayanta Gupta | Head of Product and Industry Marketing | Adobe EMEA



I AM THE NEW CREATIVE
GS&P BETA GROUP





Vijayanta Gupta

Head of Product and Industry Marketing
Adobe EMEA



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Digital has never been easier ... or more difficult

THE CONNECTED CONSUMER

Explosion of touchpoints
and rising expectations

DATA EXPLOSION

Flood of information from
devices, servers and the cloud

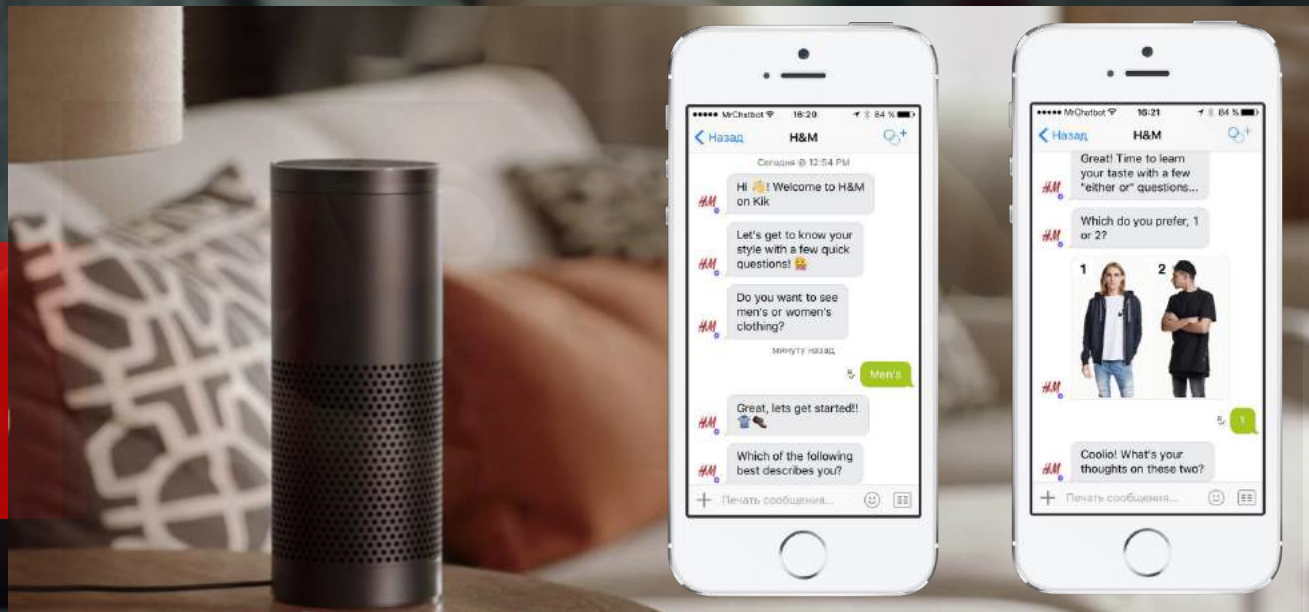
DIGITAL DISRUPTION

Companies racing to
reinvent themselves



THE FUTURE OF EXPERIENCE IS MORE...CONVERSATIONAL & CONVENIENT

Growing % of customer interactions may soon look like this . . .



Dash Button
Your everyday essentials

[See all Dash Buttons >](#)



Household & Office



Food & Beverages



Health & Personal Care



Beauty



Pet



Kids & Baby

Image Source: Internet





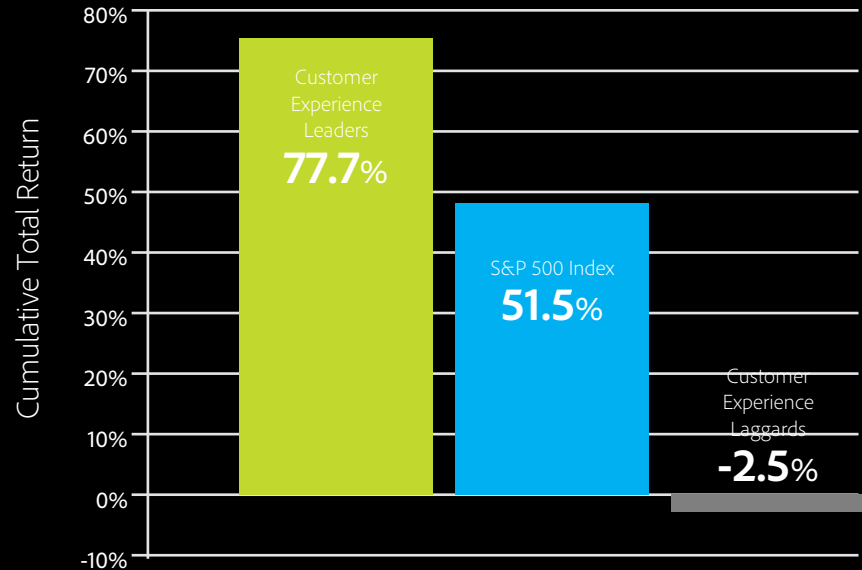
EXPERIENCES MATTER



Importance of experience

Customer Experience Leaders Outperform the Market
7-Year Stock Performance Customer Leaders vs. Laggards vs. S&P 500 (2007-2015)

Customer Experience leaders make doing business with them **easy** and **enjoyable** and are effective at **meeting needs of their customers**



Source: Forrester's Customer Experience Index and Watermark Consulting, 2014





EXPERIENCE BUSINESS WAVE



The Future of Experience

Understanding
the intersection of brands,
technology, and people



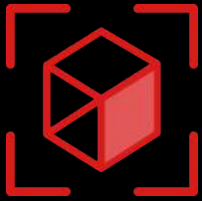
Methodology

We tested five emerging technologies with a panel of consumers; gathered intelligence from technology experts, and carried out quantitative research online with over 2,000 GB adults.

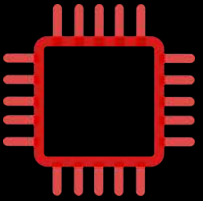
The technologies tested were:



Virtual Reality



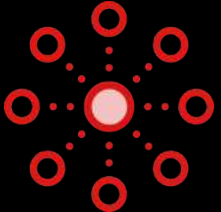
Augmented Reality



Artificial Intelligence



Wearables



Internet of Things

The Future of Experience: Five rules of engagement



Empathy



Serendipity



Privacy



Adaptability



Reciprocity



Empathy: Creating deeper and more meaningful relationships



“Empathy is the foundation of trust in a relationship and in new technologies.”

A great experience is one that is...



32%
meaningful



19%
personal



19%
straightforward



Serendipity: Aiding discovery and surprise



“*What inspires you to have a new idea? If [technology] was inspiring and brought me to things that I didn't know about, things that pushed me to a new idea, then that is what it would be great at.*”

Michael, research participant



64%

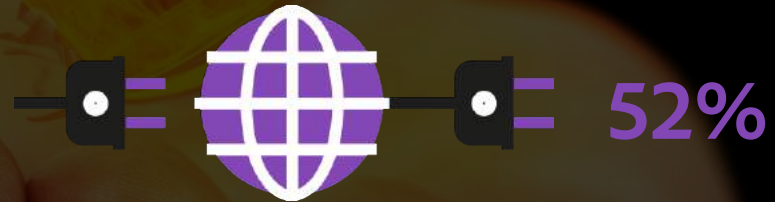
said that a good experience is one that allows them to discover new and unexpected things that they like and love



Privacy: But not as you know it...



“Wearables allow people to generate a kind of invisible digital filter that creates and protects a private offline.”



say good digital experience empowers people to use technology to not only connect to the world, but disconnect from it too

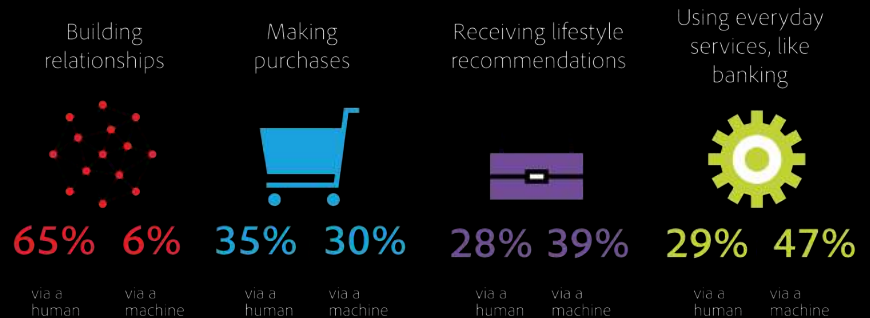


Adaptability: Seamlessness of experience across channels



“ *The experiences that have a lasting effect are those that have an unmediated, direct effect on people.* ”

Scott Smith, Managing Partner of Changeist and Visiting lecturer at IED Barcelona



Reciprocity: Our changing relationship with technology

“ Customers must want to teach the machine so that it can better serve their needs. ”

Respondents would be happy to 'teach' a machine if it improved...



52%

personal health



50%

social services



55%

everyday services



43%

purchasing decisions



The Future of Experience: Five rules of engagement



Empathy



Serendipity



Privacy



Adaptability



Reciprocity





Experiences start with
great content



Experiences are powered
by data



Summary



- 1 | Experience Business – Businesses that create competitive advantage through differentiated customer experiences
- 2 | To create great, memorable customer experiences, brands will have to focus on Empathy, Serendipity, Privacy, Adaptability and Reciprocity



