



## Customer Interaction Survey

### Data Summary

- 1 Here's a list challenges that arise in the wide area of customer interaction. In which of them do you most see the need for improvement in your business?
- 2 Here's a concept for you to consider: - An online resource that provides you with advice and guidance on all aspects of customer experience management, including downloadable resources and examples of best practice. Which of these best describes your view on how useful your business would find it?
- 3 A number of companies offer advice and guidance in the area of Customer Experience Management. Which of the companies listed below would you regard as qualified to offer you that kind of help?
- 4 Thinking specifically about Adobe, the company provides solutions in a number of areas, but which do you know Adobe best for? Combination grid combining the totals of those who rated '5- very well aware of Adobe's offer' and '4'
- 5 Thinking specifically about Adobe, the company provides solutions in a number of areas, but which do you know Adobe best for? Security - PDF
- 6 Thinking specifically about Adobe, the company provides solutions in a number of areas, but which do you know Adobe best for? Creative tools – such as Flash or Photoshop
- 7 Thinking specifically about Adobe, the company provides solutions in a number of areas, but which do you know Adobe best for? Customer experience management – such as customer correspondence management
- 8 Thinking specifically about Adobe, the company provides solutions in a number of areas, but which do you know Adobe best for? Online marketing optimisation – such as Adobe's Online Marketing Suite
- 9 Thinking specifically about Adobe, the company provides solutions in a number of areas, but which do you know Adobe best for? Content creation – for example, website build, rich media solutions
- 10 Do you think Adobe is a relevant partner for your business?

Source: Vanson Bourne



**Here's a list challenges that arise in the wide area of customer interaction. In which of them do you most see the need for improvement in your business?**

Base: All respondents

	Total	Financial services	Manufacturing	Retail, distribution or transport	Other commercial sector
<b>Delivering personalised and tailored interactive communications to customers</b>	<b>49%</b>	71%	43%	38%	39%
<b>Optimising our online marketing campaigns to improve ROI</b>	<b>44%</b>	47%	29%	31%	56%
<b>Building digital content for customers that works across multiple devices – for example, mobile, PC, tablets etc</b>	<b>42%</b>	24%	29%	62%	50%
<b>Improving efficiencies when communicating with customers – for example, better processes to manage call centres</b>	<b>38%</b>	29%	57%	54%	28%
<b>Managing the website experience for my customers better</b>	<b>35%</b>	35%	57%	38%	22%
<b>Creating rich media content for online that drive customer engagement</b>	<b>31%</b>	24%	29%	46%	28%
<b>Streamlining your review and approvals processes</b>	<b>24%</b>	29%	43%	8%	22%
<b>Base</b>	<b>55</b>	<b>17</b>	<b>7</b>	<b>13</b>	<b>18</b>

Source: Vanson Bourne



**Here's a concept for you to consider: - An online resource that provides you with advice and guidance on all aspects of customer experience management, including downloadable resources and examples of best practice. Which of these best describes your view on how useful your business would find it?**

	Total	Financial services	Manufacturing	Retail, distribution or transport	Other commercial sector
Base: All respondents					
<b>It would be an invaluable resource</b>	<b>16%</b>	18%	29%	31%	0%
<b>We would find it useful - we've been looking for something like this for some time</b>	<b>13%</b>	6%	14%	8%	22%
<b>We would probably find it useful</b>	<b>35%</b>	29%	29%	38%	39%
<b>We might find it useful as long as it was up to date and relevant to our business. It would need to be regularly refreshed and updated to make it relevant to me</b>	<b>35%</b>	41%	29%	23%	39%
<b>It wouldn't be useful at all</b>	<b>2%</b>	6%	0%	0%	0%
<b>Base</b>	<b>55</b>	<b>17</b>	<b>7</b>	<b>13</b>	<b>18</b>

Source: Vanson Bourne



**A number of companies offer advice and guidance in the area of Customer Experience Management. Which of the companies listed below would you regard as qualified to offer you that kind of help?**

	Total	Financial services	Manufacturing	Retail, distribution or transport	Other commercial sector
Base: All respondents					
<b>IBM</b>	<b>45%</b>	47%	57%	54%	33%
<b>Google</b>	<b>44%</b>	41%	43%	62%	33%
<b>Gartner</b>	<b>38%</b>	29%	29%	46%	44%
<b>Oracle</b>	<b>33%</b>	41%	14%	31%	33%
<b>SAP</b>	<b>22%</b>	6%	14%	31%	33%
<b>Adobe</b>	<b>22%</b>	18%	29%	15%	28%
<b>Avaya</b>	<b>15%</b>	12%	14%	23%	11%
<b>Autonomy</b>	<b>9%</b>	12%	0%	15%	6%
<b>Other</b>	<b>5%</b>	0%	14%	0%	11%
<b>Base</b>	<b>55</b>	<b>17</b>	<b>7</b>	<b>13</b>	<b>18</b>

Source: Vanson Bourne



**Thinking specifically about Adobe, the company provides solutions in a number of areas, but which do you know Adobe best for?  
Combination grid combining the totals of those who rated '5- very well aware of Adobe's offer' and '4'**

Base: All respondents

	Total	Financial services	Manufacturing	Retail, distribution or transport	Other commercial sector
<b>Creative tools – such as Flash or Photoshop</b>	<b>80%</b>	76%	86%	100%	67%
<b>Security - PDF</b>	<b>73%</b>	82%	86%	77%	56%
<b>Content creation – for example, website build, rich media solutions</b>	<b>45%</b>	53%	43%	62%	28%
<b>Online marketing optimisation – such as Adobe's Online Marketing Suite</b>	<b>20%</b>	24%	14%	31%	11%
<b>Customer experience management – such as customer correspondence management</b>	<b>16%</b>	29%	14%	23%	0%
<b>Base</b>	<b>55</b>	17	7	13	18



**Thinking specifically about Adobe, the company provides solutions in a number of areas, but which do you know Adobe best for?  
Security - PDF**

Base: All respondents

	Total	Financial services	Manufacturing	Retail, distribution or transport	Other commercial sector
<b>1- didn't know they did this</b>	<b>9%</b>	0%	0%	15%	17%
<b>2</b>	<b>9%</b>	6%	0%	0%	22%
<b>3</b>	<b>9%</b>	12%	14%	8%	6%
<b>4</b>	<b>18%</b>	24%	29%	15%	11%
<b>5- very well aware of Adobe's offer</b>	<b>55%</b>	59%	57%	62%	44%
<b>Average</b>	<b>4.00</b>	4.35	4.43	4.08	3.44
<b>Base</b>	<b>55</b>	17	7	13	18

Source: Vanson Bourne



**Thinking specifically about Adobe, the company provides solutions in a number of areas, but which do you know Adobe best for?**

**Creative tools – such as Flash or Photoshop**

	Total	Financial services	Manufacturing	Retail, distribution or transport	Other commercial sector
Base: All respondents					
<b>1- didn't know they did this</b>	<b>2%</b>	0%	0%	0%	6%
<b>2</b>	<b>4%</b>	0%	0%	0%	11%
<b>3</b>	<b>15%</b>	24%	14%	0%	17%
<b>4</b>	<b>22%</b>	29%	14%	23%	17%
<b>5- very well aware of Adobe's offer</b>	<b>58%</b>	47%	71%	77%	50%
<b>Average</b>	<b>4.31</b>	4.24	4.57	4.77	3.94
<b>Base</b>	<b>55</b>	17	7	13	18

Source: Vanson Bourne



**Thinking specifically about Adobe, the company provides solutions in a number of areas, but which do you know Adobe best for?  
Customer experience management – such as customer correspondence management**

	Total	Financial services	Manufacturing	Retail, distribution or transport	Other commercial sector
Base: All respondents					
<b>1- didn't know they did this</b>	<b>56%</b>	53%	43%	62%	61%
<b>2</b>	<b>13%</b>	12%	14%	8%	17%
<b>3</b>	<b>15%</b>	6%	29%	8%	22%
<b>4</b>	<b>7%</b>	18%	14%	0%	0%
<b>5- very well aware of Adobe's offer</b>	<b>9%</b>	12%	0%	23%	0%
<b>Average</b>	<b>2.00</b>	2.24	2.14	2.15	1.61
<b>Base</b>	<b>55</b>	17	7	13	18

Source: Vanson Bourne



Thinking specifically about Adobe, the company provides solutions in a number of areas, but which do you know Adobe best for?

Online marketing optimisation – such as Adobe's Online Marketing Suite

	Total	Financial services	Manufacturing	Retail, distribution or transport	Other commercial sector
Base: All respondents					
<b>1- didn't know they did this</b>	<b>53%</b>	47%	43%	54%	61%
<b>2</b>	<b>15%</b>	18%	29%	8%	11%
<b>3</b>	<b>13%</b>	12%	14%	8%	17%
<b>4</b>	<b>11%</b>	18%	0%	8%	11%
<b>5- very well aware of Adobe's offer</b>	<b>9%</b>	6%	14%	23%	0%
<b>Average</b>	<b>2.09</b>	2.18	2.14	2.38	1.78
<b>Base</b>	<b>55</b>	17	7	13	18

Source: Vanson Bourne



**Thinking specifically about Adobe, the company provides solutions in a number of areas, but which do you know Adobe best for?**

**Content creation – for example, website build, rich media solutions**

	Total	Financial services	Manufacturing	Retail, distribution or transport	Other commercial sector
Base: All respondents					
<b>1- didn't know they did this</b>	<b>16%</b>	12%	14%	15%	22%
<b>2</b>	<b>18%</b>	12%	14%	0%	39%
<b>3</b>	<b>20%</b>	24%	29%	23%	11%
<b>4</b>	<b>18%</b>	24%	0%	15%	22%
<b>5- very well aware of Adobe's offer</b>	<b>27%</b>	29%	43%	46%	6%
<b>Average</b>	<b>3.22</b>	3.47	3.43	3.77	2.50
<b>Base</b>	<b>55</b>	17	7	13	18

Source: Vanson Bourne



**Thinking specifically about Adobe, the company provides solutions in a number of areas, but which do you know Adobe best for?  
Do you think Adobe is a relevant partner for your business?**

Base: All respondents

	Total	Financial services	Manufacturing	Retail, distribution or transport	Other commercial sector
<b>Yes</b>	<b>47%</b>	47%	57%	69%	28%
<b>No</b>	<b>22%</b>	12%	29%	8%	39%
<b>Maybe – not really sure how though</b>	<b>31%</b>	41%	14%	23%	33%
<b>Base</b>	<b>55</b>	17	7	13	18

Source: Vanson Bourne