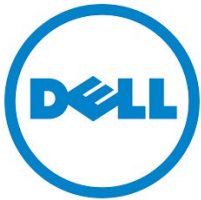# Dell: data-driven and determined.

Top tech company unlocks employees' potential for making a measureable impact on customer experiences.

"Adobe Marketing Cloud helps us deliver the exact experience that customers want."

Vab Dwivedi, Director of Digital Customer Experiences, Dell

SOLUTION

Adobe Analytics, Adobe Target, and Adobe Experience Manager solutions within Adobe Marketing Cloud

RESULTS

10x
INCREASE

QUICK ADOPTION
Increased access to rich analytics and boosted use tenfold

B2B
Enhanced support for business customers with tailored experiences

ACCESS ON THE GO
Optimized multi-device customer journey, starting with the device customers use most

EXCITEMENT
Generated buzz for data-driven strategies across the company, building success from previously untapped resources
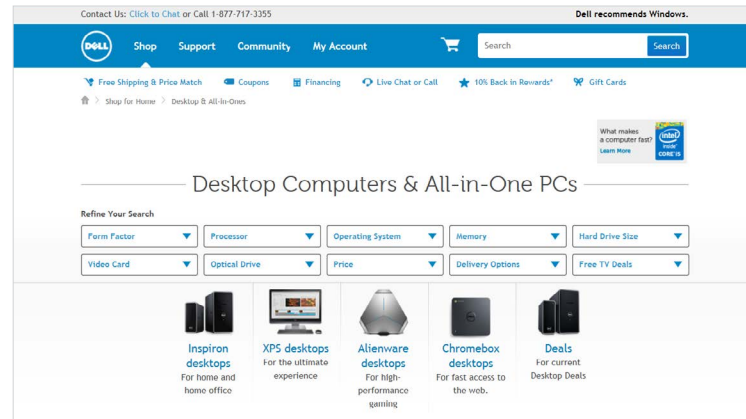
Dell

Established in 1984

Round Rock, Texas

www.dell.com

CHALLENGES

· Centralizing digital analytics, optimization, and experience management capabilities

· Raising awareness for data-driven strategies company-wide

· Improving relevancy of digital experiences for all customers

Connecting audiences and rich experiences

Michael Dell, Founder, CEO, and Chairman of the Board at Dell was quoted as saying "Technology is about enabling human potential." That same potential is now magnified through a more connected, data-driven world, helping individuals and companies do more. This is especially true at Dell, where the company lives on the leading edge of innovation and builds success by linking people, technology, and information.

To continue to unlock human potential and connect people with each other and technology, Dell marketers rethought their approach to digital experiences. As part of the process, this meant tapping into its global network of employees and data resources to develop something new and better. Additionally, Dell needed a common solution to tie together all of these pieces—one that was approachable for both tech-savvy and non-technical professionals.

By adopting easier-to-use digital marketing solutions, Dell saw a significant opportunity to get more people involved. However, the company still wanted to ensure that its power users had access to powerful capabilities. "We wanted something agile enough to answer small, tactical questions quickly and enable us to continually grow the scope of Dell's digital marketing," says Vab Dwivedi, Director of Digital Customer Experiences at Dell. "From transactional and support interactions to building full-scale experiences, we wanted to optimize everything."

Working together, Dell teams in charge of tools, analytics, optimization, and customer experiences implemented Adobe Marketing Cloud—including Adobe Analytics, Adobe Target, and Adobe Experience Manager. The Adobe solutions were integrated with existing data-collection tools and survey software to provide a unified platform. This single platform collects all data from Dell.com worldwide, with about 1 billion visits annually from 170 countries and 28 languages. It covers all customer interactions with Dell.com, from browsing, learning about solutions, configuring, purchasing, order status, and product support. Dell covers consumer, small, medium, and large corporate customers and government institutions.

"Adobe Marketing Cloud powers virtually all of our digital experiences. We can leverage segment-specific data for a B2B customer and regional data to make every interaction personal and relevant."

Vab Dwivedi, Director of Digital Customer Experiences, Dell

Right-sized experience for every customer

In developing enhanced customer experiences, the company learned it needed to start with mobile. "Our customers are very in tune with technology and love their smartphones," says Jim Parker, Director of Digital Tools at Dell. "We see that they typically start there, then move over to bigger screens—like tablets or PCs—when ready to purchase. We kept that in mind as we redesigned the customer journey."

Throughout the multi-device experience, Dell looked at what types of interactions customers had at each step and what type of content they consumed, using the data workbench capability to help develop a complete picture of customer journeys. Across the board, digital marketers saw an uptick in demand for rich media content. Using the assets dynamic media capability within Adobe Experience Manager, Dell answered the call by serving high-resolution images, high-definition video, and interactive elements such as 360-degree product views.

"By creating rich online experiences that enable our customers to view products up close with greater detail, we've seen double-digit increases in conversion," says Karsten Baker, Marketing Director at Dell.

Through testing, the Dell team also challenged previous ideas about best practices. For example, the company examined its layout for filters, where best practices dictated that they live in a left-hand column format on a mobile experience. However, when Dell marketers moved filters to the top of the page, they saw a 15% lift in conversion.

Online chat support was another area of concern for Dell marketers as they wondered "how much help is too much?" By integrating survey data and data pulled from its third-party tag management solution with data workbench capabilities in Adobe Marketing Cloud, and then testing optimized experiences, Dell could strike the right balance. "We were always walking a fine line between coming across as too helpful and not offering enough help," says Dwivedi. "Adobe Marketing Cloud helped us deliver the exact experience that customers want."

The result was a 13% increase in online customer satisfaction by getting the right level of proactive chat offers. Using the same integrations, the team can also proactively correct issues customers called in about, eliminating problems at their source.

In addition to providing better experiences, digital marketers are delivering results faster. The team has faster testing cycles, helping it build an iterative testing methodology that supports a more strategic roadmap for digital channels. The roadmap includes creating more targeted, personalized experiences, further refining mobile journeys, and developing campaigns where marketers can measure and optimize customer experiences across devices and channels.

SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Analytics, Adobe Target, and Adobe Experience Manager solutions. Capabilities used include:

  - Marketing reports and analytics
  - Data workbench
  - Data connectors
  - AB testing
  - Multivariate testing
  - Geotargeting
  - Assets: dynamic media

For more information
www.adobe.com/solutions/digital-marketing.html

"Our team's ability to measure and track customer interactions is far beyond where we were only a few years ago," says Craig Friedman, Director of Analytics, Insights, and Optimization at Dell. "Testing, ad hoc analytics, and data workbench capabilities in Adobe Marketing Cloud are critical to connecting all of the details, making insights actionable, and delivering optimized experiences."

Better B2B

Individual customers aren't the only ones enjoying Dell's enhanced digital marketing efforts. With nearly 100,000 premier stores dedicated to individual corporate customers—each with special technology and support requirements—Dell uses Adobe Marketing Cloud to improve those site experiences.

For example, customers landing on tailored Dell homepages receive information only about their approved system configurations, as well as focused computer support and software details. Corporate customers also get business-specific information on purchasing systems and are limited to only buying approved configurations. Additionally, the site experiences are continually tested to provide even more refined experiences and take into account an organization's specific preferences.

"Adobe Marketing Cloud powers virtually all of our digital experiences," says Dwivedi. "We can leverage segment-specific data for a B2B customer and regional data to make every interaction personal and relevant."

Wave of excitement

Since deploying Adobe Marketing Cloud, employees from across the organization have been encouraged to find new ways to enhance customer experiences. "On any given day, over 1,000 employees are using Adobe Analytics to get at what matters," says Parker. "More than ten times the number of people from before are looking at data to understand everything from online sales to why customers are leaving the website or what might be causing spikes in call center volume."

Across Dell, teams are thinking more about customer experiences and are looking for—and finding—answers to important questions. For example, a team member outside of the marketing organization received an award for helping more than a thousand customers with the same issue by using data collected with Adobe Marketing Cloud.

"It is the right combination of data and innovation, and most importantly, we have happy customers," says Dwivedi. This customer-centric, data-driven attitude is empowering employees and evident across the company.

"It's a continuous journey," says Parker. "Having all the data confirms we have a great website, yet it also uncovers new issues we need to fix." Adobe Marketing Cloud is key to helping Dell prioritize site enhancements to meet ever-changing customer needs.