



Adobe Experience Index (Global): Consumer Experience Expectations Score & Insights

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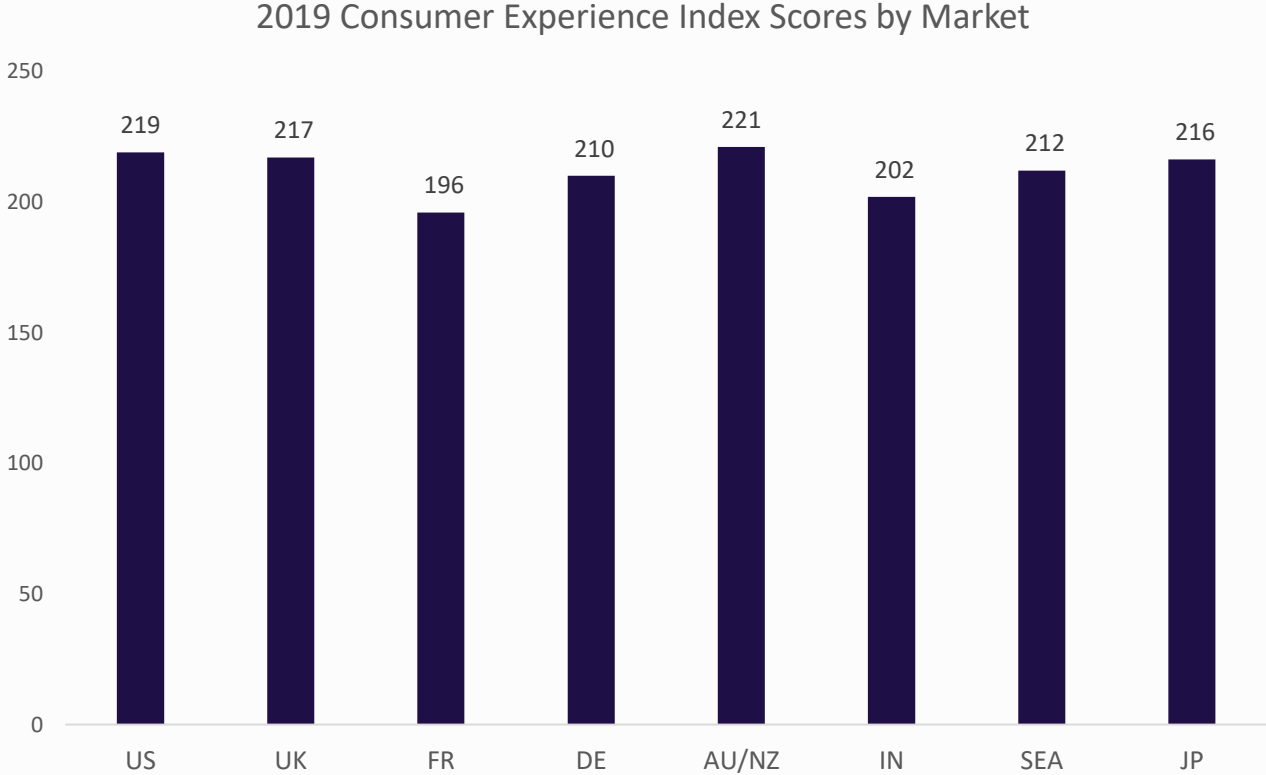
16 August 2019

Cross Country Insights

- **Consumer Expectations Experience Scores:**
 - Consumer Expectations Experience Scores are highest in AU/NZ and the US
 - Lowest in FR and IN
 - Scores increase with age in US, UK, DE, AU/NZ and SEA; Decline with age in JP
 - Pattern of Tenets is Similar Across Markets; Delight Me at Every Turn and Know Me and Respect Me are Higher
- **Attitudes Towards Technology, Automation and Human Interaction:**
 - Consumers in India most likely to want personal service, Japan least likely
 - Consumers in all markets other than SEA and Japan prefer to interact with a human vs. computer; 2 in 3 in India, less than 1 in 4 in Japan
 - Consumers in India and Southeast Asia most optimistic about technology improving lives and are most likely to be delighted by automated interaction
- **Future Innovations:**
 - For all trended markets other than Japan, Future Innovation scores declined year over year, indicating that these innovations are closer to reality (expected vs. impressed)

Overall Consumer Experience Index Scores

France and India have lowest scores; US and AU/NZ highest

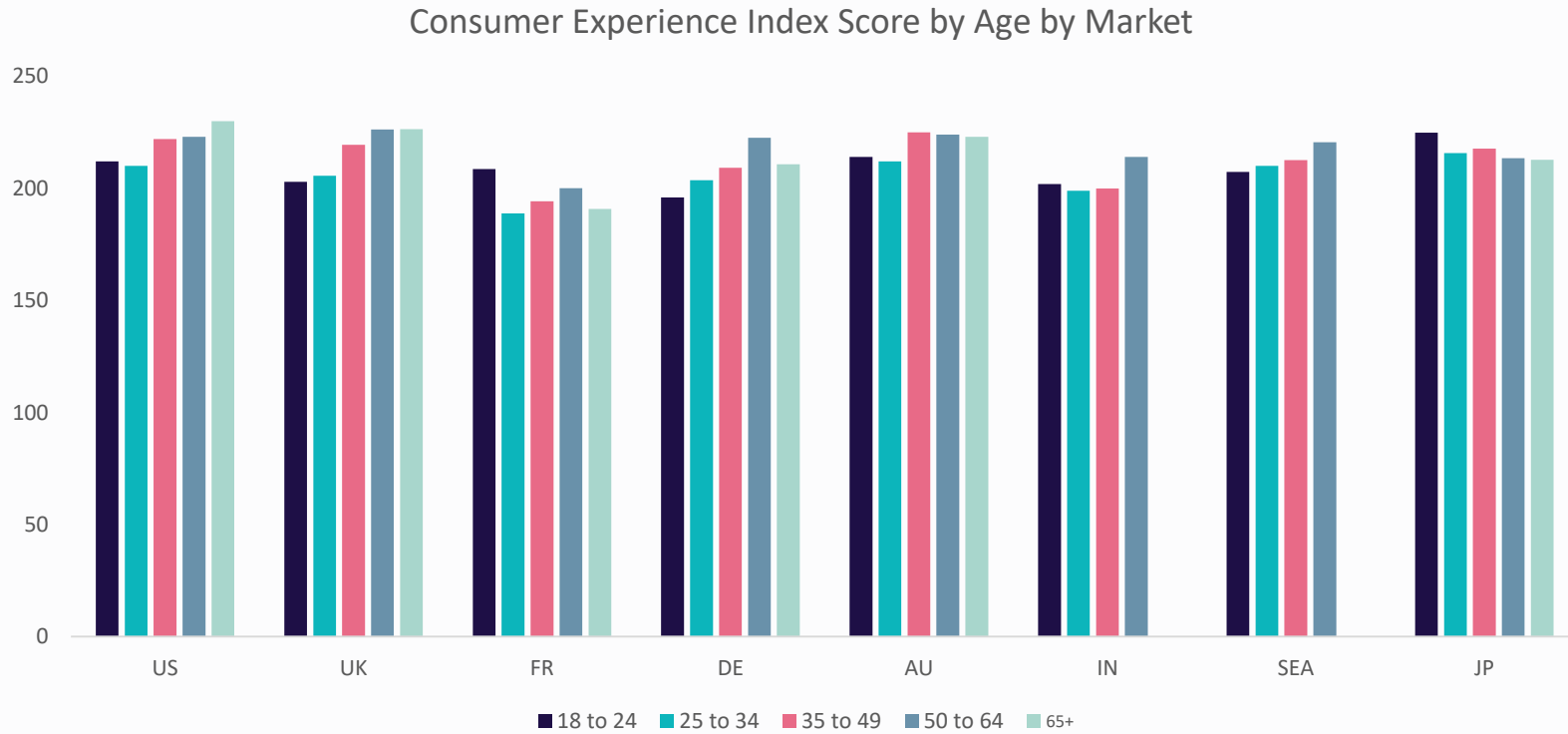


Out of 400 total possible points

Data Source: Consumer Experience Expectations Survey 2019. April 2019 n = 1,000/country

Generational Differences

Scores increase with age in US, UK, DE, AU/NZ and SEA; Decline with age in JP.

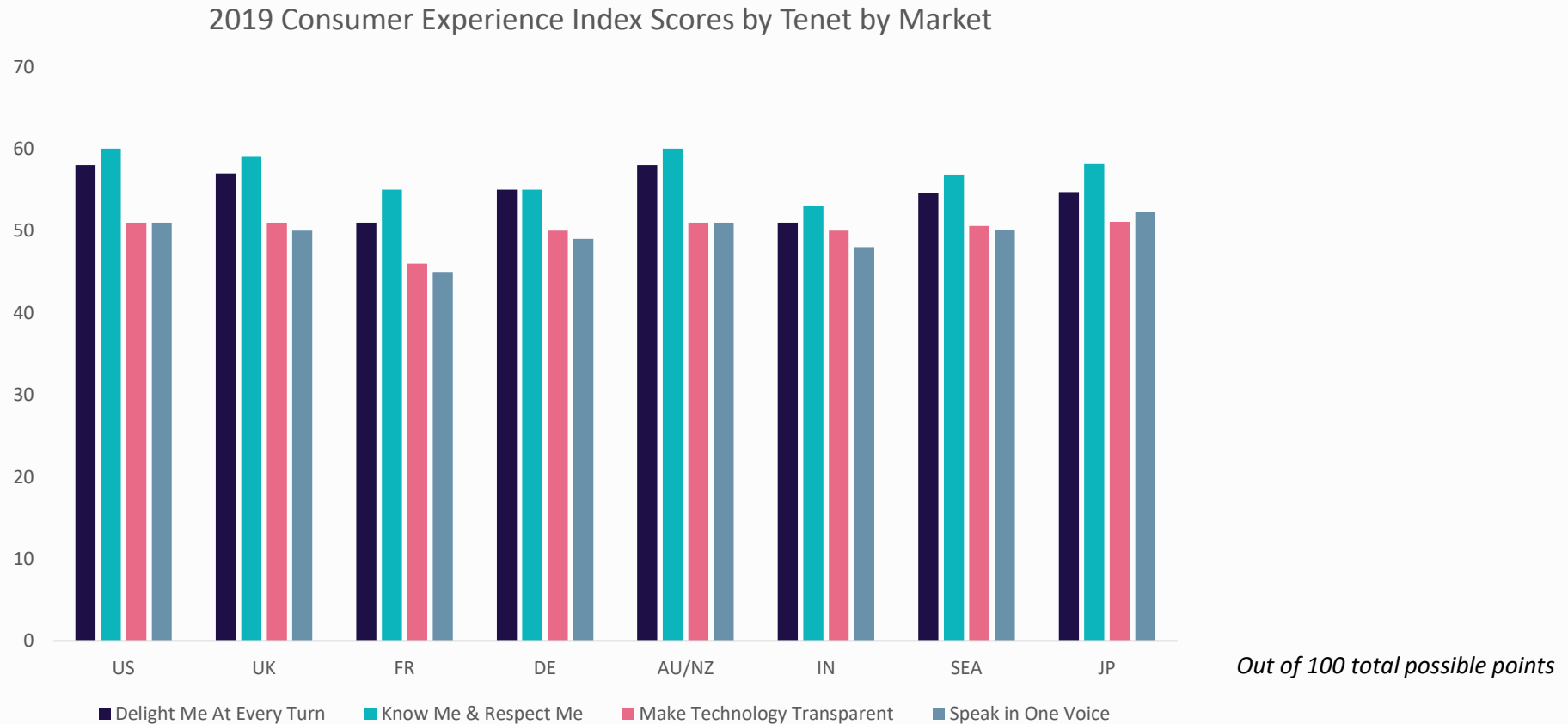


Out of 400 total possible points

Know Me and Respect Me and Delight Me at Every Turn drive higher scores among those 50+

Data Source: Consumer Experience Expectations Survey 2019. April 2019 n = 1,000/country

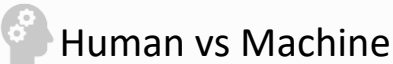
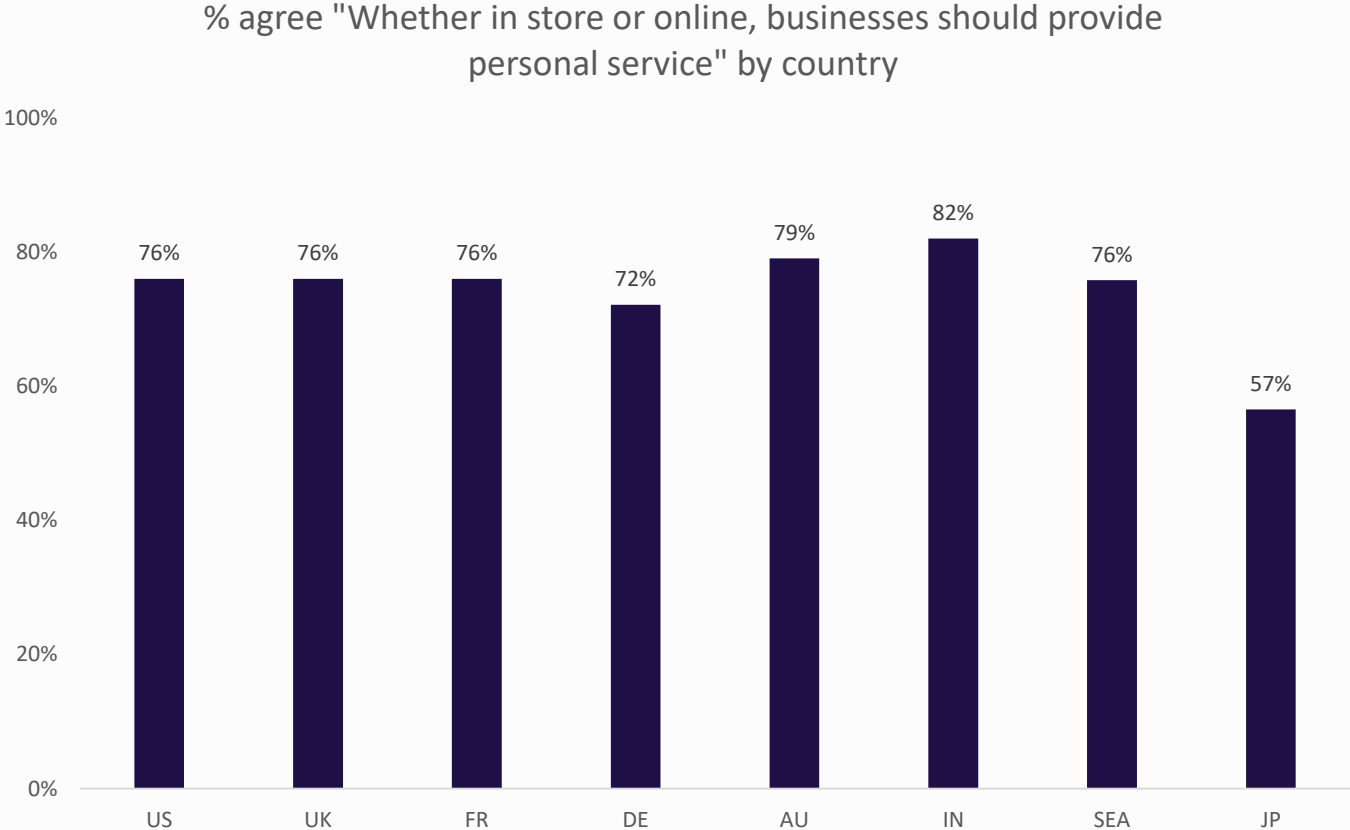
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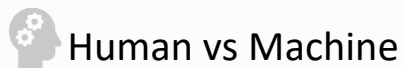
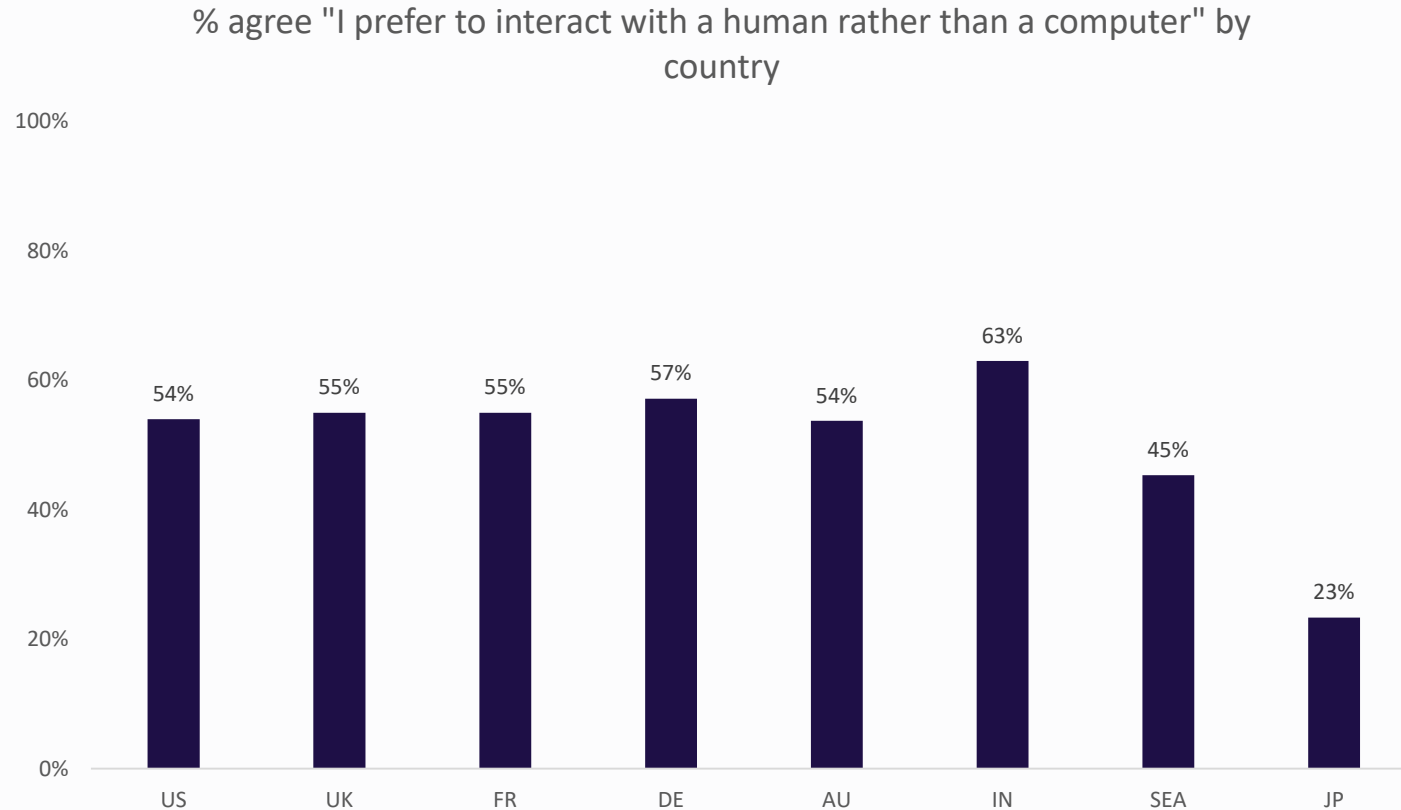
Technology Sentiment

Consumers in India most likely to want personal service, Japan least likely



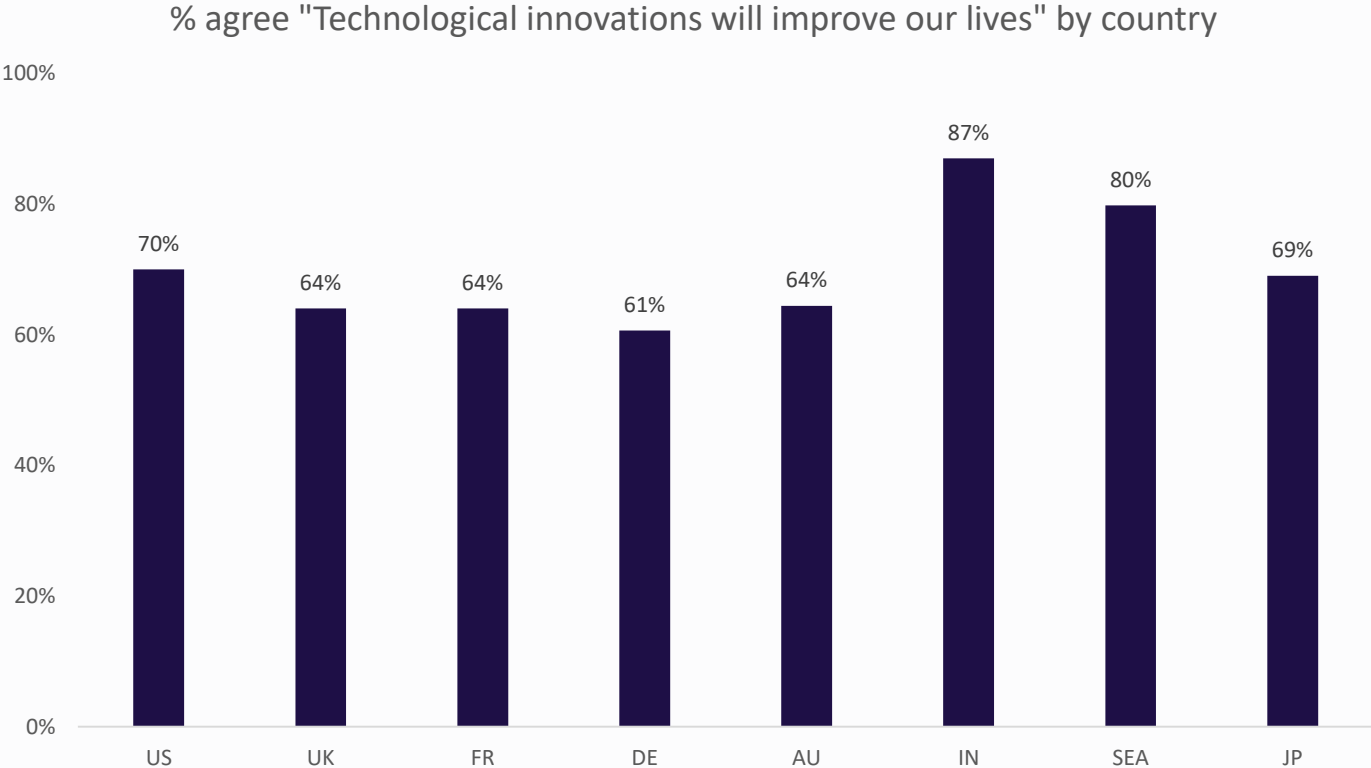
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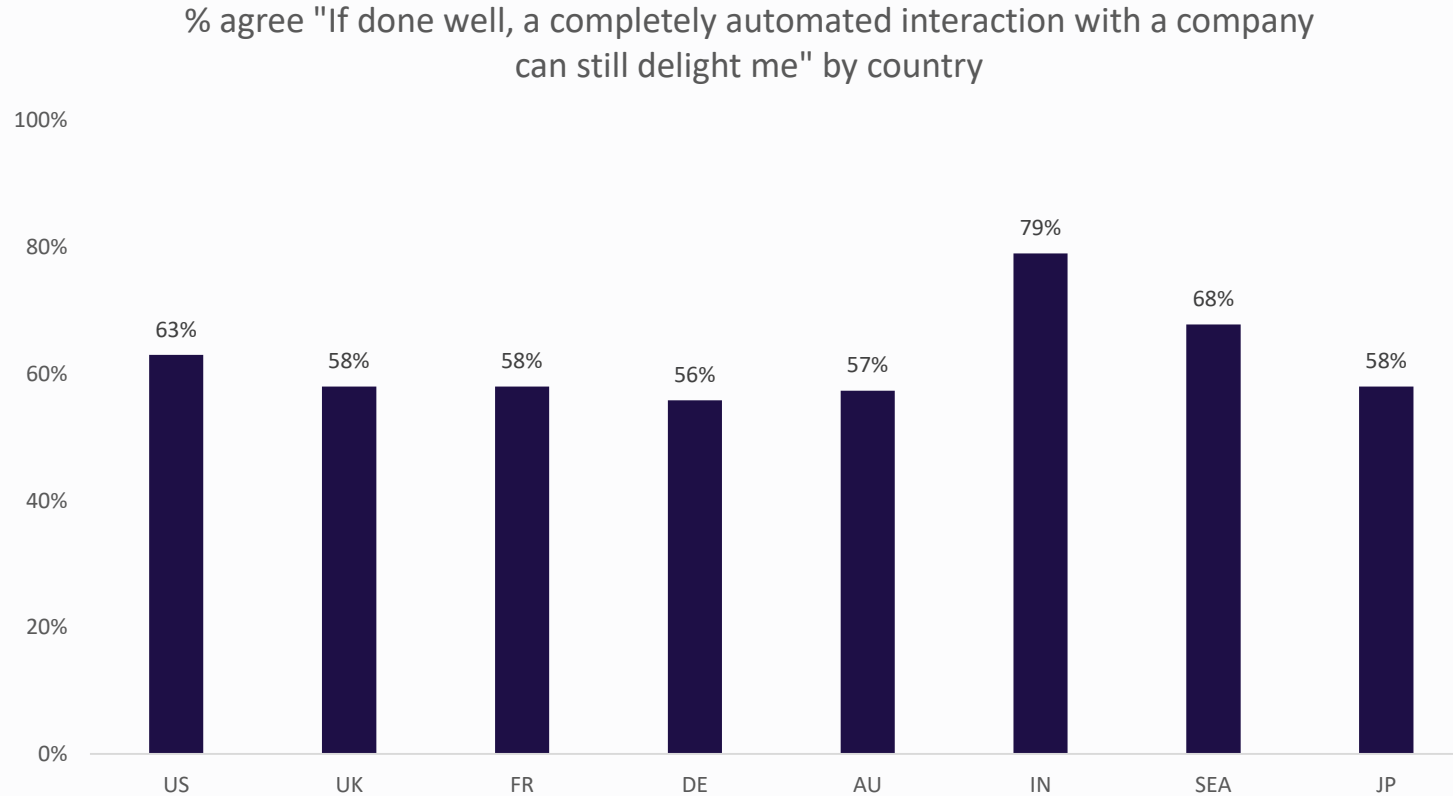
Consumers in India and Southeast Asia most optimistic about technology improving lives



 Technology Improving Life

Data Source: Consumer Experience Expectations Survey 2019. April 2019 n = 1,000/country

Consumers in India and Southeast Asia most likely to be delighted by automated interaction



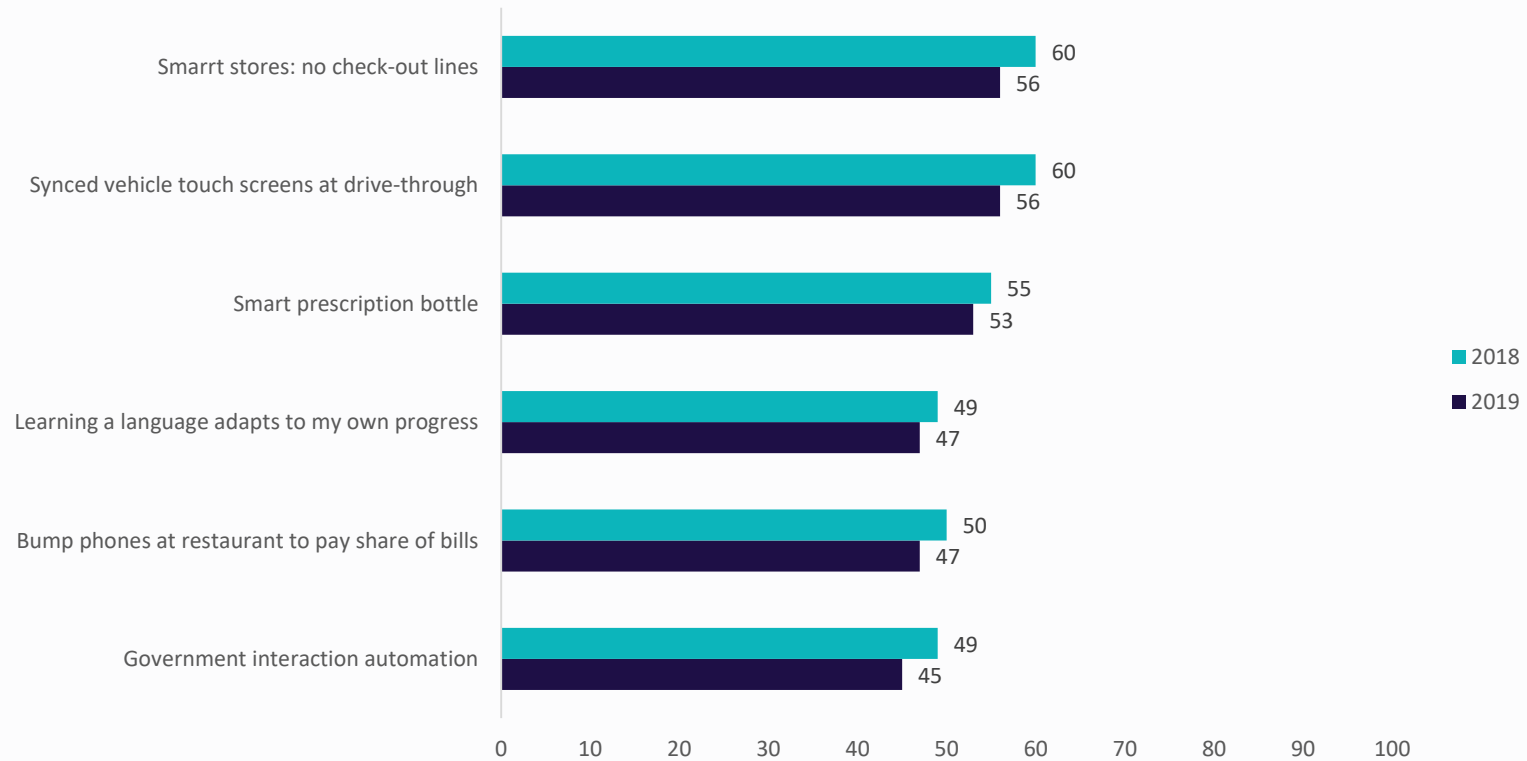
 Technology Improving Life

Data Source: Consumer Experience Expectations Survey 2019. April 2019 n = 1,000/country

Innovation and Experience Makers & Breakers

Innovations: Consumers less impressed with future innovation (all closer to reality?).

Futuristic Innovation Experiences: US - Total Score By Year



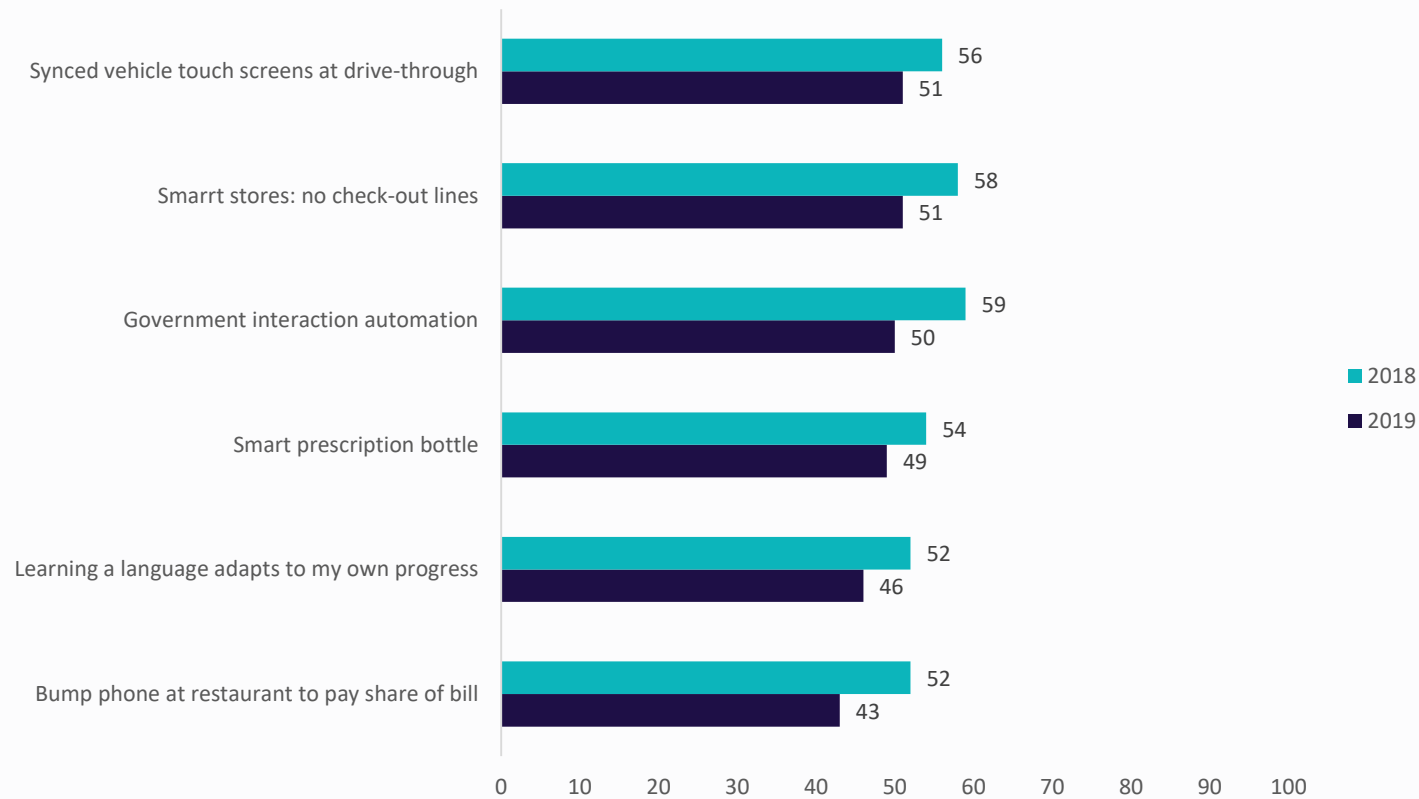
Out of 100 total possible points

Expected

Impressed

Innovations: Consumers less impressed with future innovation (all closer to reality?).

Futuristic Innovation Experiences: India- Total Score By Year



Out of 100 total possible points

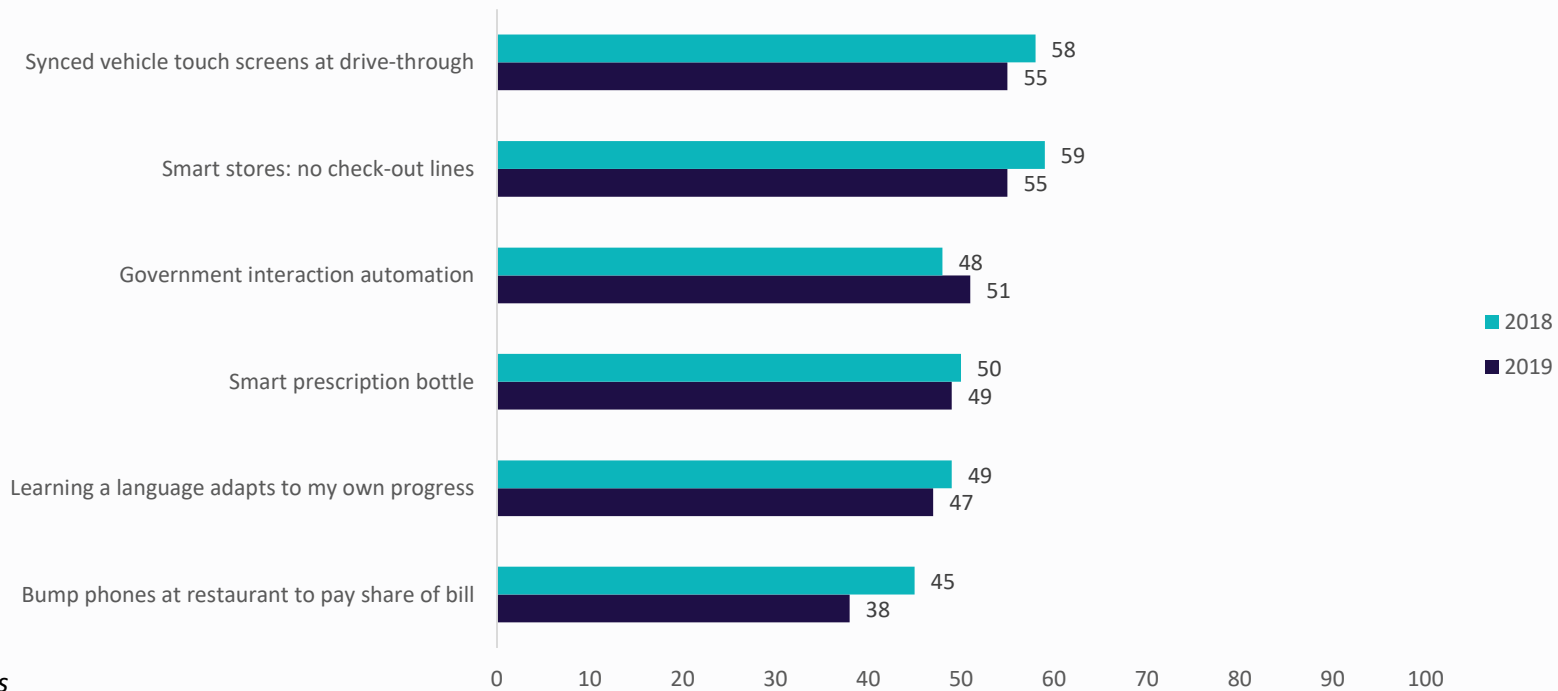
Expected

Impressed

EXPERIENCE INDEX (GERMANY): CONSUMER EXPERIENCE EXPECTATIONS SCORE BY TYPE

German consumers less impressed with future innovation year over year (closer to reality?), but government interaction automation is higher

Futuristic Innovation Experiences: Germany - Total Score By Year

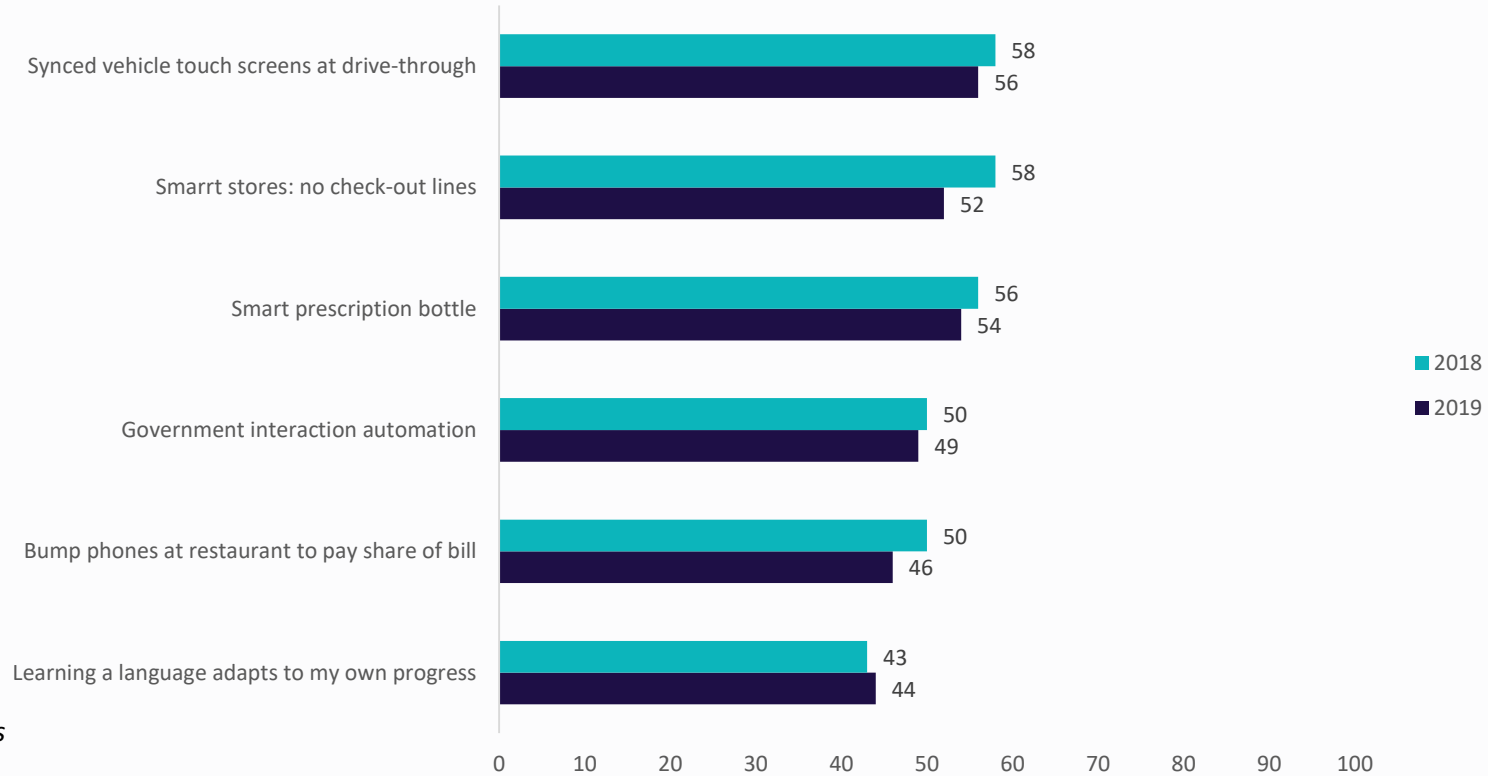


Out of 100 total possible points



Innovations: Consumers less impressed with future innovation (all closer to reality?).

Futuristic Innovation Experiences: UK- Total Score By Year



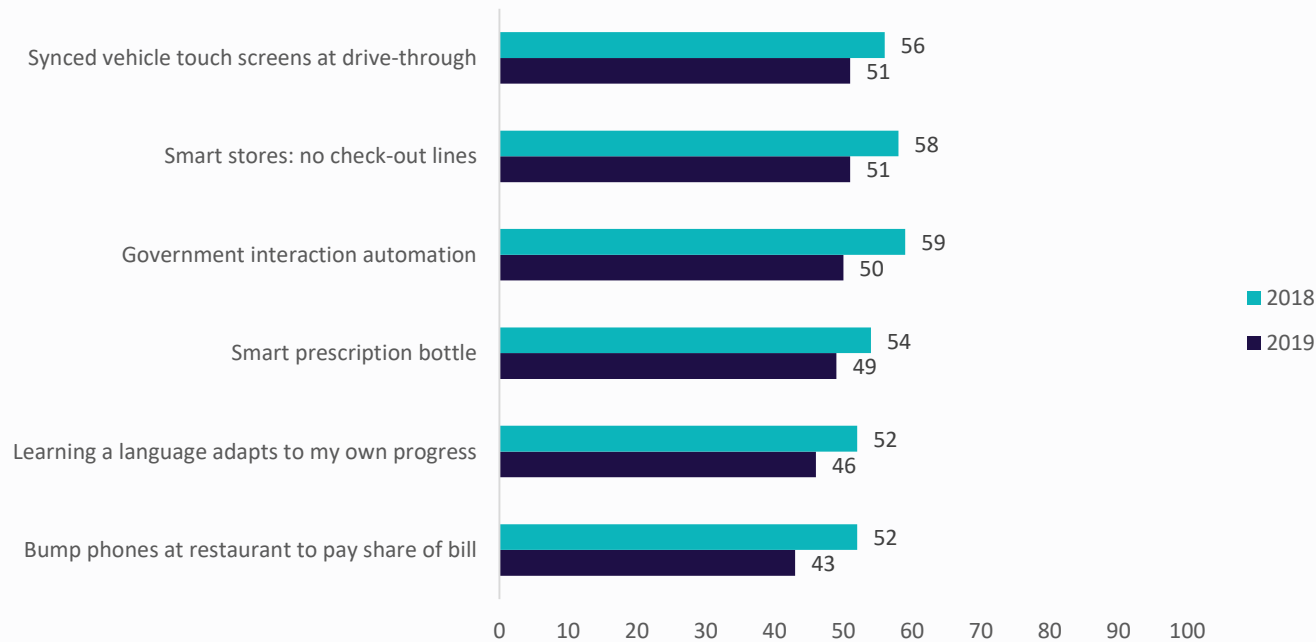
Out of 100 total possible points

Expected

Impressed

Innovations: French consumers less impressed with future innovation year over year (closer to reality?).

Futuristic Innovation Experiences: France- Total Score By Year

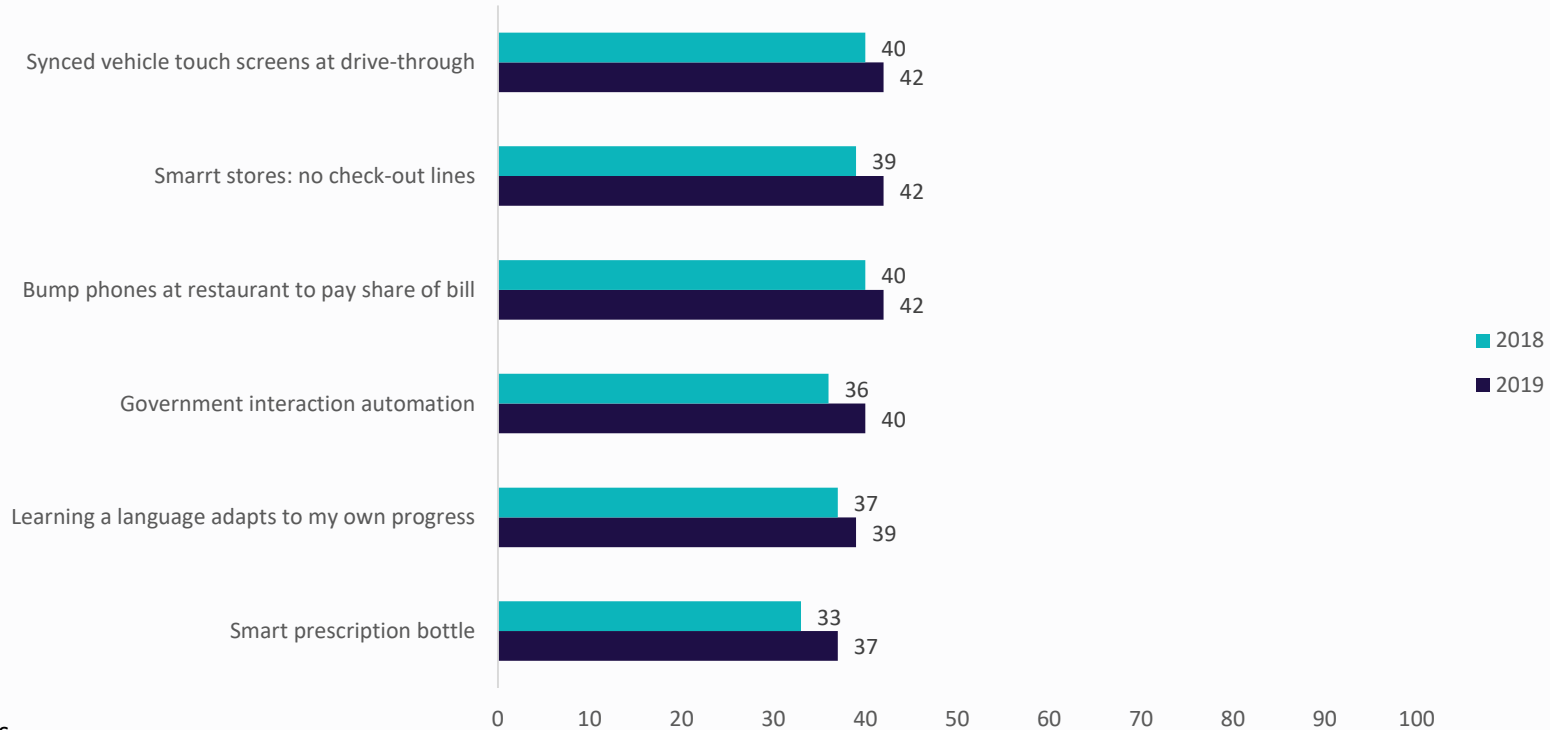


Out of 100 total possible points



Innovations: Consumers more impressed with future innovation year over year.

Futuristic Innovation Experiences: Japan - Total Score By Year

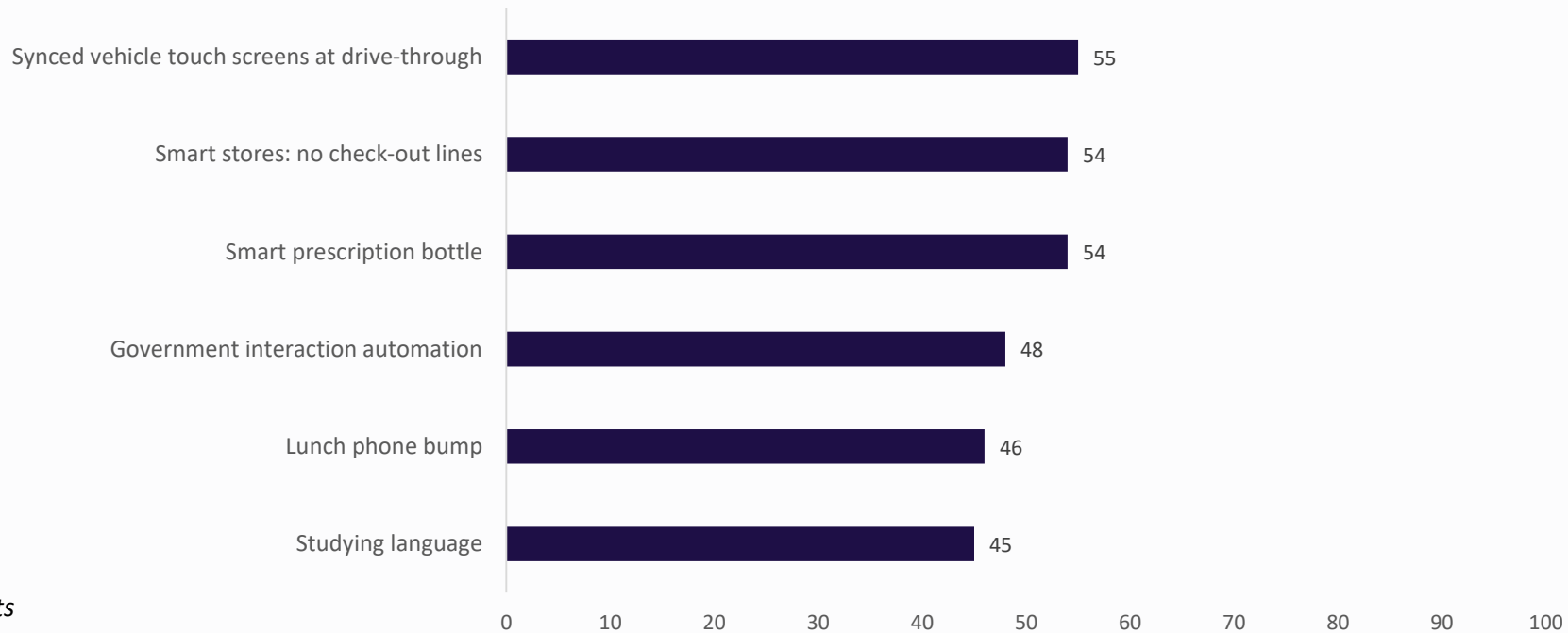


Out of 100 total possible points



Innovations: Future innovation that helps save time is most impressive.

Futuristic Innovation Experiences Scores: AU/NZ



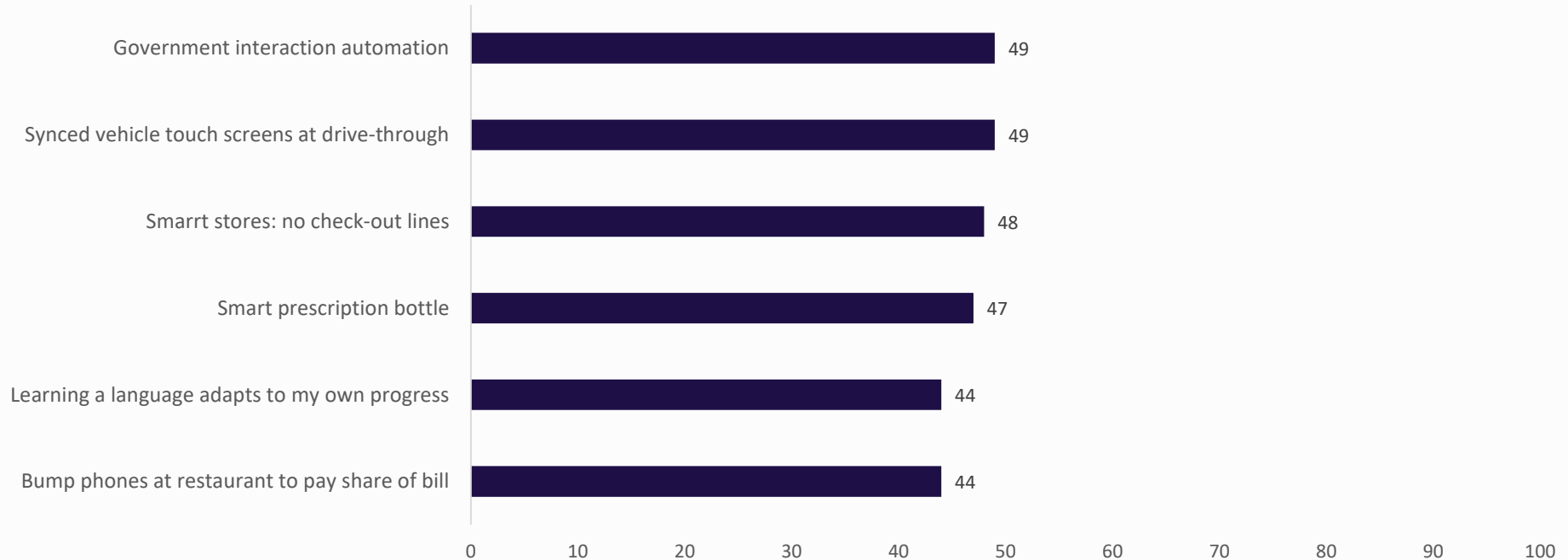
Out of 100 total possible points

Expected

Impressed

Innovations: Future innovation that helps save time is most impressive.

Futuristic Innovation Experiences: Southeast Asia - Total Score



Out of 100 total possible points



Appendix

Consumer Experience Expectations Survey 2019 Methodology (GLOBAL)

Survey Date Range and Countries:

Conducted in April 2019

US

UK, DE, FR

AU/NZ, JP, SEA, IN



Survey Sample:

8,000+ adults
18 or older who
owned a qualifying
device.



Survey Format:

Online survey regarding preferences and expectations for digital experiences in the Retail, Travel & Hospitality, Media & Entertainment, and Financial Services industries.

Respondents answered questions for up to 2 industries

Consumer Experience Expectations Survey Scoring Methodology

Experiential Questions

Good Experiences

Bad Experiences

- Consumers were given several possible actions they could take when faced with a number of positive and negative experiences they might face.
- Their responses were organized in a scale that captured their reaction from strong positive to strong negative.

Response Point Allocation per Question

Positive Reaction

Strong

Mild

Neutral

Negative Reaction

Neutral

Mild

Strong



Positivity Scale

Points given based on strength of response.

No points are given for having the least positive response “as expected”.

Final Score is a composite of the Positive and Negative Scenario Scores within each Tenet to produce a score out of 100 possible points per tenet, for a total of 400 possible points



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