



# HOW BP TRANSFORMED CUSTOMER COMMUNICATIONS AT SCALE

## VIDEO TRANSCRIPT

Nuria: Just a few years ago every market had its own campaign platform and one of the things that we identify is the need to help the markets to scale-up in the way to personalize better and increase activity. So what we bring together through the Adobe campaign is collect all customer data that we have, create one single source of campaigns, and be able to share with all the markets and knowledge, the experience and gain some synergies to guarantee that every market is able to deliver their best [agenda] in terms of campaign activities, but as well to guarantee that from a central perspective we are able to deliver the tools and the platform for the markets to scale-up.

We need to innovate communication for two big reasons. The first one is for our customers. Our customers are more and more demanding a unique customer experience and a relevant one and we need to be able to deliver them. And on the second side we as a global corporation we need to guarantee that we scale-up our capabilities and that means we need to break down our own silos. We need to bring all the information together and guarantee that we do some air traffic control that guarantees that every customer receives

the communications that they need across different brands and products.

Accenture has been our partner to increase customer knowledge and deliver customer experience from the last years and Adobe has been selected as one of the best-in-class platform that allow us to build this ambition service at scale that we plan to.

Adobe Campaign has been rolled out in 10 different countries in 3 different geographies across the globe at bp. And we have been able to deliver a global service at scale and with sufficiency for the market and for bp.

What our big objective is our bp teams in markets they start to work smarter and not harder. And what does this mean? It means that the team needs to work on creating new campaigns and improve customer journey and improve customer offer instead of focus on repetitive tasks or very operational tasks. And thanks to Adobe campaigning at the Adobe audience all this repetitive campaigns can be skipped to make the process and providing the team free time to think on how the future should look like.

[END]