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KICKSTART

Digital Experience Platform Strategy

Develop the ideal strategy to guide the selection of a Digital Experience Platform and implementation roadmap in just three weeks.

Time to rethink your customer interaction strategy

Today's consumer regularly uses at least four connected devices; most use several devices simply to order a product or service. The digital purchase process has evolved from a linear flow to a process involving multiple channels, devices and platforms. Yet customers expect to receive the same personalized, tailored experience no matter which channel (web, mobile, social, etc.) they are engaging through. The pandemic has only accelerated this shift, since we are all forced to leverage digital channels more than ever before. As a result, organizations must immediately rethink their customer interaction strategies to meet these evolving expectations.

Provide a consistent, omni-channel customer experience

Want to develop an integrated ecosystem that delivers the consistent, connected, personalized, and continuous experiences your customers expect?

Our Digital Experience Platform Strategy kickstart identifies and defines the key business drivers, target users, interactions and engagement channels necessary to identify and select a Digital Experience Platform that will help you deliver great connected experiences across all your engagement channels.

The outputs of this engagement includes a well-defined strategy, recommendations and a prioritized actionable roadmap that guides current and new initiatives that help improve your organization's Digital Experience Platform capabilities and dramatically enhance your customer experience.

Our 3-week kickstart will enable your organization to:

- Identify gaps in your existing Digital Experience Platform capabilities.

- Identify process and technology integration improvements to support seamless connected experiences.

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Create a roadmap that guides the selection and implementation of a Digital Experience Platform.

Enable organization transformation to meet evolving customer expectations.
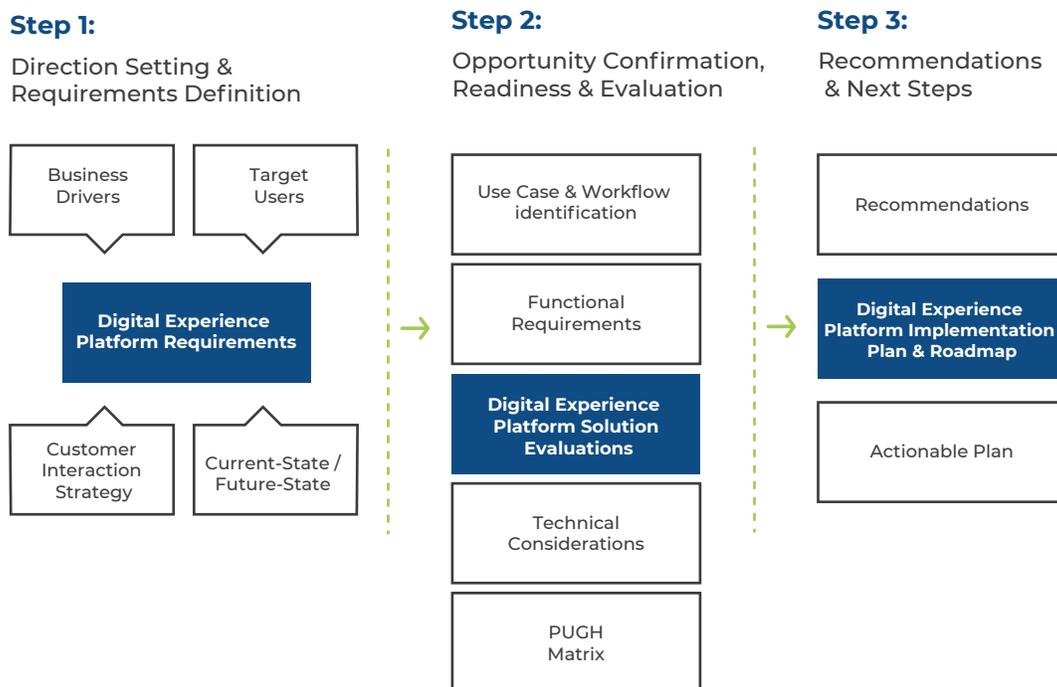
Deliver amazing, consistent customer experiences, interactions and journeys.

Generate valuable insights via a 360-degree view of customer engagements.

How it Works:

Our proven three-step approach guides the definition and delivery of you Digital Experience Platform Strategy & Roadmap in just a few weeks:

Step 1:
Direction Setting & Requirements Definition

Business Drivers	Target Users

Digital Experience Platform Requirements

Customer Interaction Strategy	Current-State / Future-State

Step 2:
Opportunity Confirmation, Readiness & Evaluation

Use Case & Workflow identification

Functional Requirements

Digital Experience Platform Solution Evaluations

Technical Considerations

PUGH Matrix

Step 3:
Recommendations & Next Steps

Recommendations

Digital Experience Platform Implementation Plan & Roadmap

Actionable Plan

Direction Setting & Requirements Definition

We start by meeting with key stakeholders to develop a thorough understanding of your business drivers, target users, overarching vision, and critical requirements that will guide the direction of the Digital Experience Platform Strategy. Facilitated ideation sessions affirm and prioritize these finding, along with customer interactions and engagement methods.

Key Objectives:

- *Define business drivers (quantitative, qualitative)*
- *Identify target users (personas, flows)*
- *Strategize user interactions (modalities, patterns)*
- *Identify engagement methods (channels, devices, platforms)*

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Opportunity Confirmation, Readiness & Evaluation

Collaborative visual processes and tools facilitate our functionality analysis, ideation, and concept generation sessions. These sessions focus on understanding existing user interaction patterns and engagement channels. Facilitation with key stakeholders identifies, groups and prioritizes the use cases, requirements, and scenarios for evaluating Digital Experience Platform solutions. Additionally, we assess the current technology landscape and platforms to identify potential gaps for supporting the delivery of seamless connected customer experiences.

Key Objectives:

- *Facilitate ideation sessions*
- *Define and prioritize use cases and scenarios*
- *Evaluate existing technology platforms*
- *Explore Digital Experience Platform solutions*

Recommendations & Roadmap

We deliver recommendations and prioritized roadmap that guide current and new digital initiatives and efforts needed to improve the organizations digital experience Platform capabilities and ultimately enhance customer experiences.

What you'll get:

Upon completion of this Kickstart you'll take away the following Digital Experience Platform Strategy artifacts artifacts:

Solutions Assessment & Roadmap

- Vendor Evaluations & Scorecard
- Prioritized, Phased Implementation Roadmap

Ideation & Concept Generation

- Business-Value Ranking
- Use Case, Workflow & Scenario Matrix

Drivers & Opportunities

- Organizational Business Drivers
- Customer Engagement, Target Users
- Current-State Technology Assessment

Functional Requirements

- Use Cases, User Journeys
- Technical Considerations
- Prioritized Solution Requirements

Executive Readout

- Summary of Findings
- Implementation Cost Estimates
- Next-Step Recommendations
- Timeline & Action Plan

Reach out to Anexinet to discuss your **Digital Experience Platform Strategy & Roadmap Kickstart now.**

Get Started

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