DIGITAL EXPERIENCE PLATFORMS

WHAT MAKES THEM STAND OUT AND WHAT IS IMPORTANT FOR DXP PROJECTS

A digital experience platform (DXP) offers users a seamless experience across all channels – along the entire user lifetime journey. It aims to tailor all digital touchpoints contextually and according to individual needs to be able to orchestrate them centrally. A DXP is also characterised by modular systems working together in a centralised way, making it fit for the future and scalable. We take a look at the challenges that need to be overcome and the benefits that arise.

CHALLENGES AND OPPORTUNITIES IN DXP PROJECTS

Strategy:

Different business units can have contradictory or even competing requirements when it comes to a new DXP. They need to be analysed, prioritised and, with the help of external expertise, incorporated into a DXP strategy before the project begins.

Integration:

A DXP should connect all systems, including the online shop, CMS, CRM, ERP, PIM and business analytics solutions via interfaces to ensure data flow and data security.

User Experience:

It is essential to both analyse the current target audience and consider future target audiences in order to create experiences that are personalised and inspiring.

Data Analytics:

Data is everywhere. Valuable data is only available through data analytics. Tracking this as early as during the concept creation stage is important for successful long-term DXP results and an excellent return on investment.

BENEFITS OF A DXP

Create Exciting Experiences:

By optimising and personalising user experiences, a DXP strengthens customer loyalty and improves employee experiences when using digital tools on a daily basis.

Future-Proof Through Flexibility:

As a scalable architecture is at the centre of a DXP, it can adapt to changes and challenges in an agile manner. This makes companies more resilient to crises.

Persistence Becomes Change:

When designing a DXP, existing processes are scrutinised. This helps uncover inefficiencies and advance change management. At the same time, it is an invitation to think ahead and turn wishes into reality.

Enthusiasm Through Design:

A DXP helps prevent users from bouncing quickly just because they do not like the brand presence at first glance.