

Phillips MediaSource WhitePaper

Advice for Improving Digital Experiences

So many of the world's daily activities rely on technology that, when it comes to designing digital experiences, we see no boundaries among platforms.

Before Jumping in With Fixes, Companies Must Determine The Best Opportunities

To find improvement opportunities that will have the biggest impact on the customer experience and business metrics, companies need to start their digital improvement projects by analyzing web and web analytics, operational data and multiple forms of customer research.

Great Digital Experiences Don't Happen by Accident -- They Must Be Actively Designed

Firms need to take a rigorous approach to digital improvement projects. This means learning -- and sticking to it -- a user-centered design process that includes research, analysis, ideation, prototyping and testing. Digital teams that need help in this area can tap into an external research and/or marketing agency.

Digital Experience Improvement Projects Must Support Established Business Objectives

To maximize digital budgets and ensure ongoing funding, companies need to deliver web, mobile and tablet touchpoints that align with core brand attributes and support business objectives such as cost savings, revenue generation and loyalty building. Key to this work: creating a unified customer experience.

Let's talk.

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