

GUIDE

# **Recipe for success:** Is your organization prepped for Digital Experience Intelligence?

Evaluating your company's DXI-readiness in three steps

Implementing a Digital Experience Intelligence (DXI) solution into your tech stack is a major decision for many organizations—one that requires investing time and resources. Just like the prep work you'd do in the kitchen before cooking an elaborate meal, a few organizational preparations will ensure you're able to maximize DXI's value. In other words, spend some time evaluating your organization's DXI-readiness and laying a foundation on which to build digital experience success.

The truth is that not all organizations have the right internal mechanisms to make digital experience improvements adhere to organizational processes. But—taking the time to prepare can have massive payoffs: according to [a Forrester study](#), one enterprise organization saw 411% ROI from its DXI solution.

So, how do you know if your organization is ready to maximize the benefits of a DXI solution? Here are the three key ingredients you need to ensure you're ready to maximize a DXI solution's impact on your digital experience.

#### STEP 1

### **Read the recipe: Making customer-driven decisions**

| *Are DX decisions driven by objective quantification of the customers' experience?*

Among the many things your organization could spend time and effort on, digital experience is increasingly one of the most critical. Stating the obvious, your company's revenue comes from its customers. While many of your company's teams serve to improve customer experience, few disciplines focus as directly on customers as DXI.

## STEP 2

### **Slice and dice:** Building a thoughtful, cross-functional team structure

*Are decision-makers all clustered within one function, or are they diversified across product, business, and analytics?*

Many large organizations today are still structured as they have been for decades—where IT, UX, and revenue departments are siloed, and individual contributors’ tasks don’t have clear connections to company growth. In a cross-functional structure—when product, design, engineering, UX, data, analytics, and other functions can access and look at the same dashboards—goals and metrics are clear and up-to-the-second.

## STEP 3

### **Measure carefully:** Making quantifiable connections between metrics and revenue

*Are your metrics clearly connected to your company's core strategy, revenue data, and growth goals?*

It’s easy to get caught up in mere “interesting” findings from DXI. And while it may feel like enough to have learned a new tidbit about your users, real impact comes from digging deeper into these “interesting” insights. DXI-ready companies understand the difference between interesting and meaningful, and are ready to dig deeper after unearthing one of these pieces of information.

## About FullStory

FullStory's Digital Experience Intelligence platform enables businesses to continuously improve their digital customer experience across sites and apps. The platform proactively surfaces actionable insights from billions of data points, helping thousands of companies, including Fortune 100 companies and the world's most innovative consumer brands, make evidence-based digital improvements that reduce costs and reclaim revenue.

The company is headquartered in Atlanta and privately held with backing from Permira, Kleiner Perkins, GV (formerly Google Ventures), Stripes, Dell Technologies Capital, and Salesforce Ventures. For more information, visit [www.fullstory.com](http://www.fullstory.com).

For more on evaluating and achieving DXI-readiness, download the complete guide. [\*\*Access the full guide →\*\*](#)