

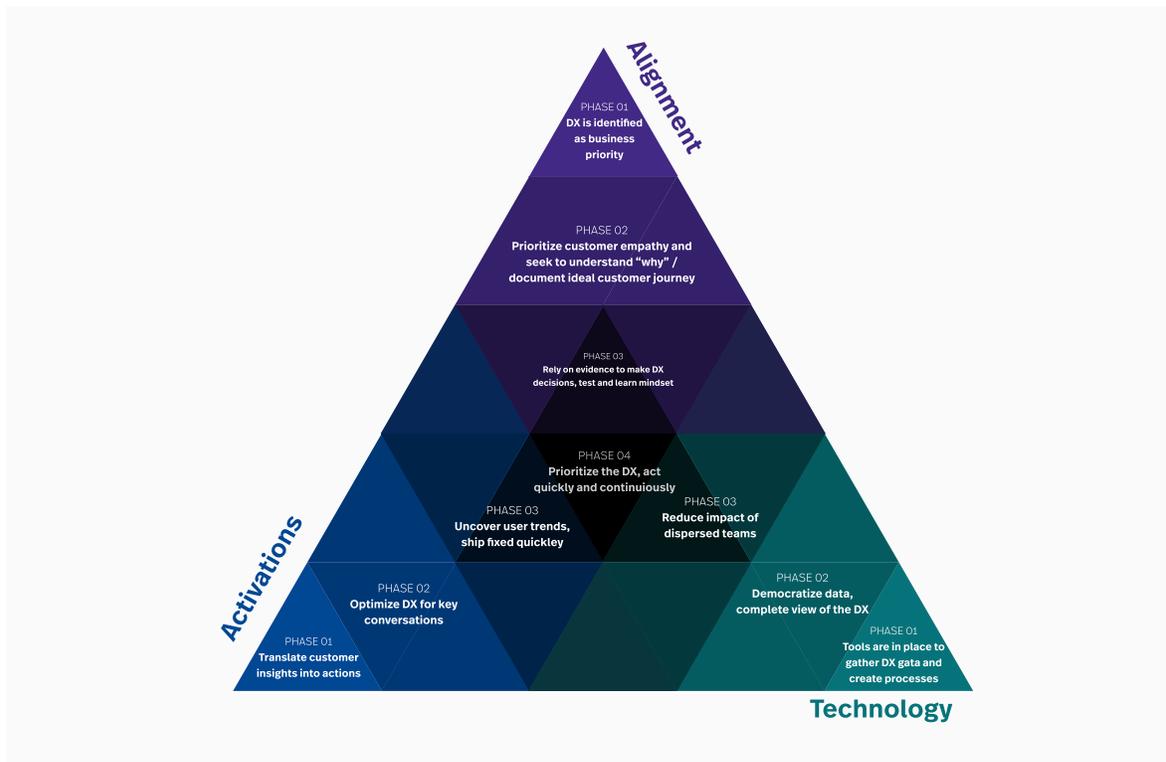
fullstory

GUIDE

Quick look: Accelerating your digital experience

Pillars and phases of digital experience maturity

An organization’s digital experience maturity—that is, its ability to provide an excellent digital experience always or often—can be measured across three key categories: Alignment, Activations, and Technology. Keep reading for a high-level overview of **Accelerating your digital experience maturity: A phased approach.**



Alignment

When it comes to managing and delivering an ideal digital experience, organizations that are aligned on goals are able to effectively make autonomous decisions.

PHASE 01	An organization’s different teams agree that digital experience is a priority, and an executive owner is responsible for the DX strategy.
PHASE 02	DX data is democratized for the appropriate teams, and those teams have a complete view of the digital experience from a single source of truth.
PHASE 03	An organization uses their integrated DX technology to reduce the impact of dispersed teams, and are able to uncover user trends.
PHASE 04	An organization is able to proactively and continuously surface user issues and improve the digital experience through always-on DX processes.

Activations

While integrated technologies and relevant data are an invaluable foundation to digital experience maturity, they mean nothing if an organization can't act on the information they provide.

PHASE 01	An organization has begun gathering the necessary customer data, and is seeking ways to understand it and apply it to digital experience improvements.
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PHASE 02	An organization is able to use their DX data to pinpoint key engagement opportunities and make changes that promote conversions.
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PHASE 03	An organization takes a test-and-learn approach to the digital experience, uses evidence to support test results and is able to ship changes quickly.
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PHASE 04	An organization is able to proactively and continuously surface user issues and improve the digital experience through always-on DX processes.
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Technology

An organization's ability to deliver a more perfect digital experience relies on its ability to foster organizational alignment and agility—and technologies contribute to alignment and agility in many ways.

PHASE 01	An organization has or is in the process of sourcing a tech stack that has robust integration capabilities, and is planning ahead for how the tech stack will scale.
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PHASE 02	An organization enables democratized access to the data that teams need to be successful, and relevant teams have a complete view of the digital experience.
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PHASE 03	Teams are able to use their integrated tech stack to uncover user trends, ship fixes quickly, and build processes that reduce the impact of dispersed teams.
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PHASE 04	An organization is able to proactively and continuously surface user issues and improve the digital experience through always-on DX processes.
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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.

Take a deeper look into the phases of digital experience maturity, and guidelines for how to scale DX maturity on your team. [Access the full guide →](#)