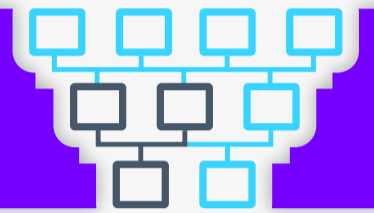


## Embed digital experimentation across the entire business

Your organization knows the fastest way to experiment and transform digital customer experiences. But, what can you do to maximise experiments to reach business goals?

### Step 1 Revitalize the ideation engine you use to generate your hypotheses.



- Build an **analytics engine** to dive deeper and collect both **quantitative** and **qualitative data** on customer web activity.
- Move beyond** generic customer feedback - introduce an **advisory board** of your most trusted customers.
- Use** the **richer data** to reinvent the creative process of ideation.
- Balance rewards from these 'new ideas' with risks - **calculated risks** will **drive experimentation**.
- Use** these **calculated risks** and new ideas to fill the **experimentation** pipeline.

### Step 2 Embed digital experimentation across the entire business.



- Collect information** to present to key stakeholders and gain executive buy-in for experimentation:
  - Review** how many departments and digital channels are **affected** by experimentation.
  - Keep a tally** of the revenue **impact** of your digital experimentation.
  - Use past performance** to predict the realistic returns for other departments if they were to use experimentation.
  - Demonstrate** how experimentation is needed right now.
- Set a strategy** for how experimentation can be **built** into a specific business function.
  - Set out a **clear timeline**, one with milestones to be hit.
  - Ensure** each level of the business views every **action**, every **decision**, through the lens of experimentation.

