Checklist

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.

Visit our Resource library to learn more about digital experimentation.