Checklist
Move beyond A/B testing with digital experimentation

Your organization may be well on its way with experimentation. How do you move to the next level and embed a culture of experimentation? Take your digital customer experiences from good to great.

Step 1: Scale the number, depth and quality of your experiments.

- Define the ‘big problems’ where your organization has reduced customer friction on the website.
- Use analytics to identify not only the ‘big problems’ but the smallest.
- Experiment with more than one variable and aim for 4-5 variations per test.
- Analyze every insight you get out of the data, from each variation.
- Complete analysis across departments, focusing on more than one customer touchpoint.
- Use analysis to drive quality ideas into the pipeline. Scale the number of experiments.

Step 2: Shed legacy technology.

- Review current technology. How much is legacy? How is this impacting the findings gained?
- Replace legacy technology with an all-in-one technology stack which allows you to analyse findings in real-time.

Step 3: Challenge culture across the organization.

- Ensure management builds a culture of experimentation and encourages tests throughout the organization.
- Implement peer reviews: A process for employees to feedback and input on each other’s experiments.
- Share key metrics: Leaders to feed top metrics for the business into the ideation pipeline with employees.

Visit our Resource library to learn more about digital experimentation.