



G-Cloud 14

Service document

LEADING WEB DIGITAL
EXPERIENCE
AGENCY



LEEDS, LONDON &
MANCHESTER

PART OF
msq
a B Corp Group

200
DIGITAL
SPECIALISTS

DXP
IMPLEMENTATION
EXPERTS

Experience

We have worked with many of our clients for over 8 years and value long term, value driven partnerships



Your team.
Extended.

Reach further.
Faster.

Creating better.

Umbraco CMS website implementation

26 DX are established Umbraco Gold Partners. We deliver composable Umbraco CMS stacks that deliver excellence in customer experience and organisational enablement. We are experience and outcomes lead, enabled through our skilled Umbraco specialists who have an excellent understanding of the Umbraco product, composable architectures, future roadmap and new releases. Our success is rooted in the belief that every Umbraco project is far more than just a technical implementation and one that each of our service teams can use to realise superior customer experience, better performance and client operational efficiencies.

We are perfectly placed to help you achieve the most effective digital solution from this platform.



GOLD
UMBRACO PARTNER



Discovery

26 DX combine human-centric design thinking, data-driven insights, journey mapping and an evidence-based approach in our discovery process to shape digital experiences that connect technology to customer needs and deliver impactful web solutions for our clients.

Understanding the Customer Journey:

We start by mapping out the customer journey to identify touchpoints and areas for improvement. We examine the stages customers go through when interacting with a business, including awareness, consideration, purchase, retention, and post-purchase behaviour.

Customer Experience Mapping:

We use customer experience mapping to visualize the phases and touchpoints across channels that a customer takes when trying to achieve a key task. We map the customer's goals, pain points, experience and desired actions against that journey to identify unmet needs and opportunities. This helps reveal how the website relates to other channels, which informs content, design, navigation and technology decisions.

User Journeys:

Early in the UX design phase, we create user journey diagrams based on key

persona goals to ensure the website structure and navigation supports the paths customers take within the site. Flow diagrams of user steps and decisions allow us to look at journey design in detail.

Evidence-Based Approach:

We leverage existing client personas and insights, our expertise in the sector, and access to trends data to make evidence-based decisions that support customer needs and business objectives. We can also perform user testing through our biometrics lab to validate research, design or journey flows if needed.

Customer-Centric Design:

Rather than starting with a pre-defined technology stack, we advise businesses to start with the customer journey and build the digital experience stack based on actual customer needs revealed through the discovery process. We address each stage of the journey to enhance interactions.

Measuring Impact:

We have successfully applied our discovery approach for many clients, resulting in positive outcomes by aligning the web build to real customer needs uncovered during discovery.

Design

At 26 DX, our design approach is centred around creating compelling, user-centric digital experiences that drive measurable results for our clients. We believe that great design is not just about aesthetics but also about understanding the needs and goals of your users and aligning them with your business objectives.

We use our discovery process to deep dive into your customer journey, using a combination of user research, data analysis, and stakeholder input to map out the key touchpoints and interactions across your digital channels. We use this insight to create detailed user personas and journey maps that help us identify opportunities for improvement and innovation.

UX design and prototypes

Once we have a clear understanding of your users and their needs, we move into the UX design phase, where we create wireframes and prototypes to test and validate our ideas. We believe in a collaborative, iterative approach to UX design, working closely with your team to ensure that our solutions meet your requirements and exceed your expectations.

Visual design

As we move into visual design, we aim to create a cohesive, engaging brand experience that aligns with your visual identity and resonates with your target audience. Our design team is skilled in creating responsive, accessible designs that work seamlessly across all devices and platforms.

Performance

Throughout the design process, we keep a close eye on performance and sustainability, using best practices and tools to optimize page speed, minimise carbon impact, and ensure that your site is fast, efficient, and environmentally friendly.

We believe in the power of data-driven design, using analytics and user feedback to continuously monitor and optimize site performance.

Delight, engage, convert

Ultimately, our design approach is all about creating digital experiences that delight your customers, drive engagement and conversions, and deliver measurable value for your business. We bring a passion for innovation, a commitment to excellence, and a dedication to partnership to every project we undertake.

Web build and quality assurance

At 26 DX, we pride ourselves on our exceptional development expertise, which spans a wide range of technologies and platforms. Our team of skilled developers is committed to delivering high-quality, performant, and scalable solutions that meet the unique needs of each client.

Best-in-Class Technology:

We are partners with leading CMS and DXP providers. As part of this, our development teams are regularly trained and fully certified, many contributing best practice insights to the developer community.

When it comes to back-end development, we have a deep understanding of Microsoft technologies, including .NET and Azure. This enables us to build robust, scalable architectures that can handle high traffic volumes and complex integrations with ease. We have experience working with a variety of databases and data warehouses, ensuring your data is secure, organized, and accessible.

An Integrated Experience:

One of our key strengths is our ability to seamlessly integrate disparate systems and platforms to create a unified, cohesive digital experience. Whether you need to integrate with Salesforce, SAP, or any other enterprise system, we have the expertise to make it happen.

Responsive builds:

We follow a mobile-first development approach to ensure that every digital experience we create is optimized for performance, speed, and usability on mobile devices. Our developers are skilled in creating responsive designs and leveraging techniques like lazy loading and asynchronous programming to deliver fast, efficient experiences.

Quality Assurance and Testing:

Throughout the development process, we adhere to best practices in coding, testing, and deployment. We use agile methodologies and continuous integration/continuous deployment (CI/CD) pipelines to ensure that our code is always of the highest quality and can be deployed quickly and safely.

We ensure high-quality deliverables and no service disruptions by fully testing solutions prior to release. We use best practice test and deploy processes, utilising different environments for QA, UAT, and post-release testing. We embed automation to improve quality, save time, and enable faster releases.

Support

26 DX offer a comprehensive and flexible support model to ensure the smooth operation and continuous improvement of our clients' digital solutions. Key aspects of our support model include:

Reactive and Proactive Support:

We provide both SLA-based reactive support and proactive strategic support. Our reactive support includes a ringfenced support resource to enable rapid issue resolution based on agreed SLAs, along with a ticketed triage and support service. Our proactive support offers annual strategic roadmap planning with quarterly reviews and meetings, weekly reports, monthly progress meetings, and access to our full agency services.

Managed Service and Monitoring:

Our support services cover various areas such as platform maintenance, performance audits and enhancements (security, speed, and journey optimisation), content management, platform training, and hosting support.

Flexible Support Hours:

We offer extended support services and full 24/7/365 support alongside our standard offering which runs during UK office hours (9 am – 5:30 pm), excluding weekends and bank holidays.

Dedicated Support Team:

Support is managed within the client's dedicated Client-Focused Team (CFT), ensuring project and knowledge continuity. The CFT includes a designated Project Manager, Client Services representative, and developer access.

Service Level Agreements (SLAs):

We have well-defined SLAs based on issue priority levels, with target response times ranging from 30 minutes to 1 week and resolution times ranging from 2 hours to 2 months, depending on the priority.

Escalation Process:

We have a tiered escalation process, with clearly defined routes for account team escalation and senior sponsor escalation. Senior sponsors are also available for escalation on more sensitive or critical matters.

Continuous Improvement:

We focus on continuous improvement and maintaining high levels of client satisfaction. We conduct root cause analyses for recurring or critical issues and use insights gained from issue escalation to enhance team performance, update processes and ensure service delivery excellence.

Client partnership

We mirror.

We immerse ourselves in your organisation and partner mix. We understand and mirror your structure & frameworks to best support account success.

We collaborate.

We believe in true collaboration and transparency. Shared, understood goals, priorities and results support collaboration and empower all team members to make a positive impact.

We evolve.

We bring best practice to the table but understand that flexibility is key to finding the right working rhythm. We evolve to ensure efficient and effective working practices and an enjoyable partnership.

Contact

Whether you're looking for a new agency partner or want to know more about who we are and if we'd be a good match, we're always happy to chat.

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