



Service Definition

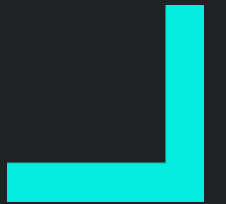
Digital Advisory: Vision, Strategy, Innovation,
Experimentation and Strategic Measurement

2024/2025

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The Optimizely Experts



Our mantra

Plan.
Create.
Operate.
Measure.

Netcel in a nutshell

- An independent digital product consultancy
- We operate globally from our bases in St Albans
- 40 strong team of experienced practitioners
- We work exclusively with the Optimizely Digital Experience Platform
- Worked with Optimizely since 2005
- Optimizely Platinum Partner
- UK Optimizely Customer's Choice Partner of the Year 2022 & 2023
- UK Optimizely DXP Partner of the Year 2021
- Justin Masters, CTO and two Solution Architects are Optimizely Most Valued Professional (OMVP)
- Over 20 clients supported on Optimizely



Summary of service: Digital Advisory: Vision, Strategy, Innovation, Experimentation and Strategic Measurement

Netcel's strategy team will understand the context of your organisation, set the digital vision, taking the organisation on the journey to define a investment roadmap across people, process and technology platforms to meet the desired outcomes.

Features

- Identifying organisational outcomes and setting OKRs and measures
- Digital Steering and leadership support for digital programmes
- Define business case and build stakeholder engagement
- Digital Maturity Assessments and roadmapping
- Analytics and measurement across the customer experience
- Customer and market research, insights and co-creation
- Technical DXP and CMS platform audit and evaluation
- 'Coaching to capability' and embedding digital capabilities and tools
- Optimizely One implementation and coaching
- Innovation and digital product accelerator sprints

Benefits

- Enable effective measurement of ROI across marketing, operations and technology
- Monitor success and unlock potential with evidence based decision making
- Communicate a shared view of ROI for digital investment
- Understand as is and be state specific to your organisation
- Both digital and non digital touchpoints measured and understood
- Enable evidence based decision making based on reliable intelligence
- Understand current technical estate, and identify future priorities
- Ensure your digital teams have the best skills and methods
- Consultancy and practical support in embedding and delivering ROI
- Unlock potential of Optimizely and get product to market fast



We plan, create & optimise digital experiences solely on



75+

Solutions built
since 2005

19

Years'
knowledge

19

Clients supported
on Optimizely –
the most in the UK



Three OMVPs
across strategy &
tech



Certified dev
team





Get in touch

If you have questions, please contact:

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