

Welcome to

msqDx

The Digital Impact Company

computing
DevOps
Excellence
Awards
2023

NTA
WINNER

T Global
Business
Tech
Awards

B BIMA
Awards

The Drum.
Awards



G-Cloud 15

Service Document

Overview

Best-in-class
tech. **Enterprise
partners**



We build and
translate digital
experiences into
**commercial
impact**



ISO 27001 certified for information
security management

**Sector led
expertise**



Blood and Transplant

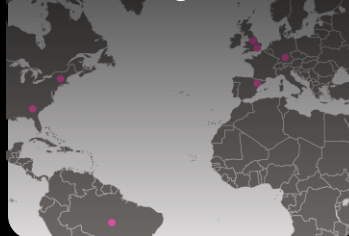


Canal &
River Trust

600+

digital experts globally

Part of the MSQ group,
reaching 1,850 people
across branding, media
& marketing.



msqdx

AI Enabled

MSQ DX Proprietary
AI tools to deliver
more for less



150+

complex integrations
across public & private
sectors

Our experience



CORINTHIA[®]
HOTELS

B/S/H/



CIPD



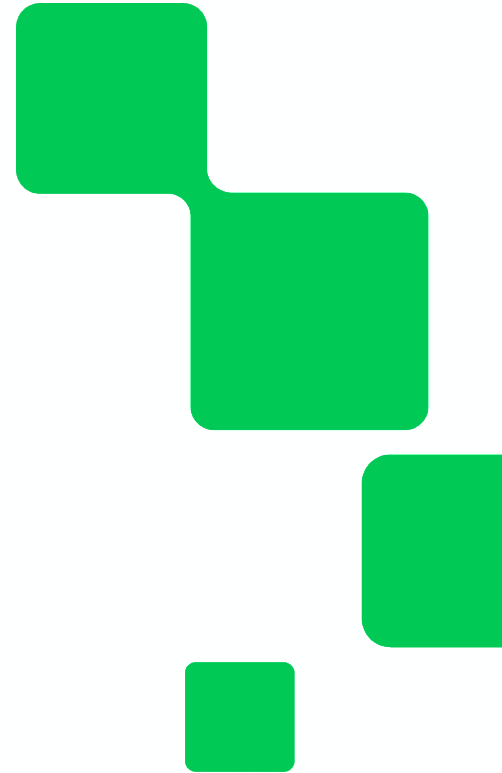
Customer experience and marketing technology consultancy

MSQ DX provides consultancy services that help organisations identify the optimal combination of data, technology, and processes to improve marketing effectiveness and customer experience. The service covers marketing technology architecture assessment, customer data strategy, measurement framework development, and business intelligence dashboard design.

Our approach is technology-agnostic, spanning customer data platforms (CDPs), content management systems (CMSs), digital asset management (DAMs), digital experience platforms (DXPs), customer relationship management (CRMs), data layers, and analytics environments. We hold specialist capabilities across major technology stacks including Google Cloud Platform (GCP), Microsoft Azure, AWS, Snowflake, Salesforce, Optimizely, and Adobe.

Platforms and technologies covered:

- Customer Data Platforms and CRM systems (Salesforce, HubSpot)
- Digital Experience Platforms (Optimizely, Kentico, Adobe)
- Cloud analytics platforms (Google Cloud Platform, Microsoft Azure, AWS, Snowflake)
- Business intelligence and dashboard tools
- Marketing automation and personalisation platforms



Customer experience and marketing technology discovery

MSQ DX begins every engagement with a structured discovery phase to understand your current digital landscape, organisational goals, and customer needs. This phase establishes the foundation for data-driven recommendations and technology decisions.

Discovery activities include:

- Stakeholder interviews and workshops to align on business objectives, priorities, and success metrics
- Customer journey mapping to identify touchpoints, pain points, and opportunities across digital channels
- Marketing technology audit to assess current systems, data flows, integrations, and capability gaps
- Competitive analysis to benchmark digital experience capabilities and identify market positioning opportunities

Discovery outputs:

- Current state assessment documenting existing technology landscape and data architecture
- Customer journey maps visualising phases, touchpoints, and experience against key tasks
- Gap analysis identifying unmet needs and improvement opportunities
- Prioritised recommendations with business case rationale



Customer experience and marketing technology strategy

Following discovery, MSQ DX develops a comprehensive strategy that connects technology investment to measurable business outcomes. Strategy development synthesises research findings into actionable direction.

Strategy activities include:

- Definition of target customer experience vision and success metrics aligned to business objectives
- Marketing technology architecture design specifying recommended platforms, integrations, and data flows
- Data strategy development covering collection, storage, governance, and activation requirements
- Measurement framework design establishing KPIs, attribution models, and reporting requirements

Strategy outputs:

- Customer experience strategy document with vision, principles, and target state
- Marketing technology architecture blueprint with platform recommendations
- Data strategy covering customer data collection, management, and activation
- Measurement and analytics framework with defined KPIs and dashboard specifications



Transformation roadmap

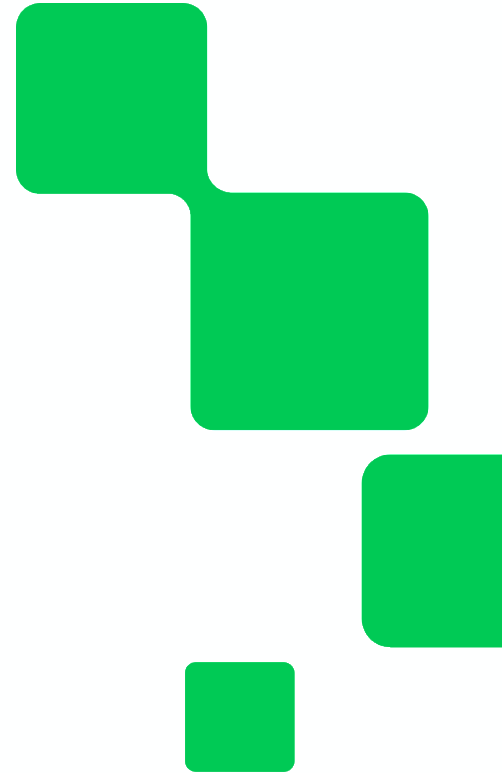
MSQ DX translates strategy into a practical transformation roadmap that breaks down initiatives into actionable phases. The roadmap prioritises initiatives based on impact, feasibility, and dependencies.

Roadmap development includes:

- Initiative definition and scoping for each recommended improvement or technology change
- Dependency mapping to sequence initiatives appropriately
- Resource and capability assessment to identify skills, team structures, and vendor requirements
- Quick win identification to build momentum through early demonstrable results

Roadmap outputs:

- Phased transformation roadmap with timeline, milestones, and dependencies
- Initiative briefs providing scope, requirements, and success criteria for each workstream
- Resource plan identifying team requirements and capability needs
- Business case documentation with expected outcomes and investment requirements



Marketing effectiveness and dashboard development

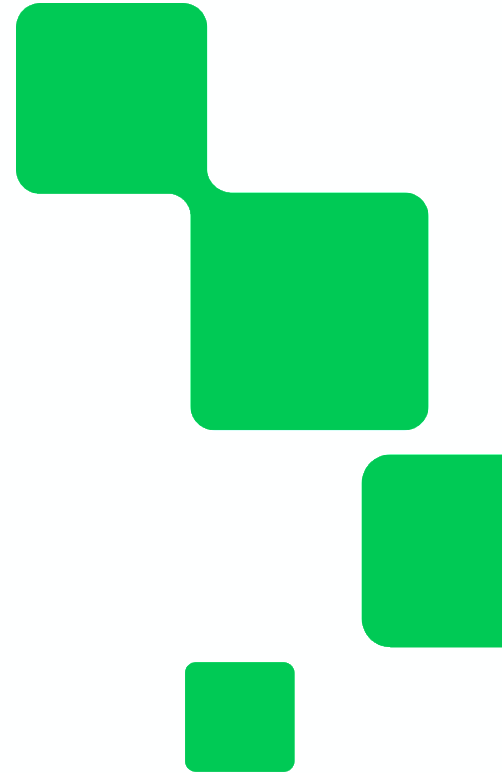
MSQ DX helps organisations improve performance from marketing activities through measurement frameworks and business intelligence dashboards. We manage the complete process from developing the marketing effectiveness roadmap through to delivering increased intelligence, decision-making support, and improved results.

Measurement services include:

- Marketing effectiveness assessment to evaluate current measurement capabilities and data quality
- Analytics implementation covering tracking, tagging, and data layer configuration
- Dashboard design and development using appropriate business intelligence tools
- Ongoing optimisation through the cycle of measurement, analysis, and activation

Measurement outputs:

- Marketing effectiveness roadmap with prioritised measurement improvements
- Analytics implementation specifications and configuration
- Business intelligence dashboards providing actionable insight for decision-making
- Reporting templates and processes for ongoing performance monitoring



Working with MSQ DX

MSQ DX operates as an extension of your team, bringing specialist expertise while adapting to your organisation's ways of working. We prioritise collaboration, transparency, and knowledge transfer to build lasting capability.

1.

Dedicated consultants with relevant sector experience assigned to each engagement

2.

Regular progress reporting and collaborative working sessions with stakeholders

3.

Flexible engagement structures from fixed-scope projects to ongoing advisory relationships

4.

Knowledge transfer and documentation ensuring your team can maintain and evolve outputs.

Contact

Chris Sheldon

Head of Business Development

chris.sheldon@msqdx.com

+44 7961 524 673

