

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

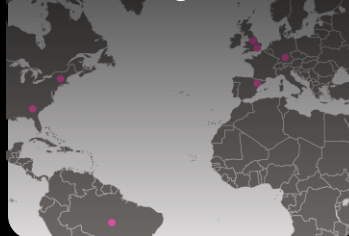


Canal &
River Trust

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



Enterprise CMS and DXP managed service

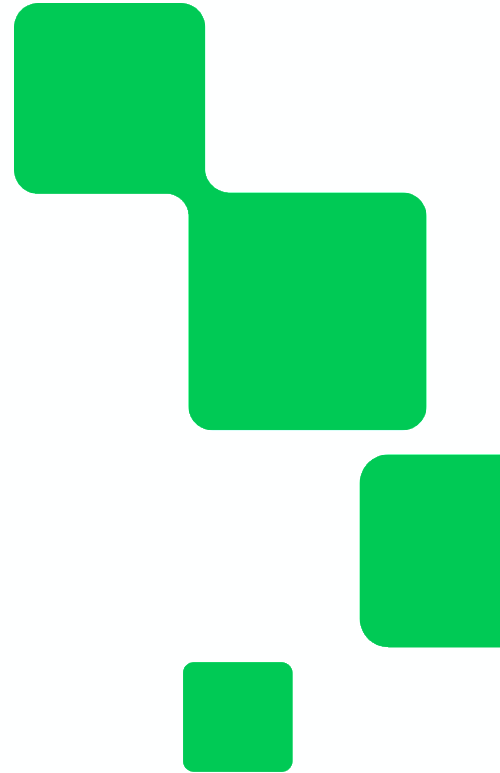
MSQ DX provides managed service and support for content management systems and digital experience platforms, ensuring websites and digital platforms operate smoothly through proactive monitoring, maintenance, and continuous improvement.

The service includes dedicated team support, tailored service level agreements, and optional 24/7 coverage.

Support is available across multiple CMS and DXP platforms, enabling organisations to maintain and enhance their digital presence regardless of underlying technology.

Example platforms covered:

- Optimizely (Platinum Partner)
- Umbraco (Platinum Partner)
- Kentico (Gold Partner)
- Kontent.ai (Gold Partner)
- Contentful (Silver Partner)
- Storyblok



Service onboarding and roadmap development

MSQ DX invests in establishing a clear understanding of each client's digital direction and goals when onboarding new support accounts. This foundation enables proactive support aligned with organisational objectives.

Onboarding activities include:

- Comprehensive immersion into current digital landscape, organisational objectives, processes and target audience
- Assessment of unique challenges and opportunities within the existing platform
- Articulation of digital objectives that guide website evolution and alignment with broader organisational goals
- Development of a website strategy outlining key objectives, initiatives, and tactical plans

Onboarding outputs:

- Digital assessment report
- Strategic objectives documentation
- Prioritised improvement roadmap with quick wins and high-value opportunities identified
- Support service configuration and SLA agreement



Reactive and proactive support

MSQ DX delivers both SLA-based reactive support and proactive strategic support within a unified service model.

Reactive support includes:

- Ringfenced support resource enabling rapid issue resolution against agreed SLAs
- Ticketed triage and support service for issue logging and tracking
- Defined escalation routes for account team and senior sponsor escalation

Proactive support includes:

- Annual strategic roadmap planning with quarterly reviews
- Weekly progress reports
- Monthly progress meetings
- Access to full agency services for enhancement and development work

Continuous improvement:

MSQ DX conducts root cause analysis for recurring or critical issues, using insights to enhance team performance, update processes, and maintain service delivery standards.



Service level agreements

MSQ DX operates defined SLAs based on issue priority levels, ensuring appropriate response and resolution times for all support requests.

Standard support hours:

UK office hours (9:00am – 5:30pm), excluding weekends and bank holidays

Extended support options: Extended hours support and 24/7/365 support available alongside standard offering

Response and resolution targets:

- Priority levels defined collaboratively during service onboarding
- Target response times range from 30 minutes to 1 week depending on priority
- Target resolution times range from 2 hours to 2 months depending on priority and complexity

Escalation process:

- Tiered escalation with defined routes for account team and senior sponsor escalation
- Senior sponsors available for sensitive or critical matters
- Root cause analysis conducted for recurring or critical issues

Continuous improvement approach

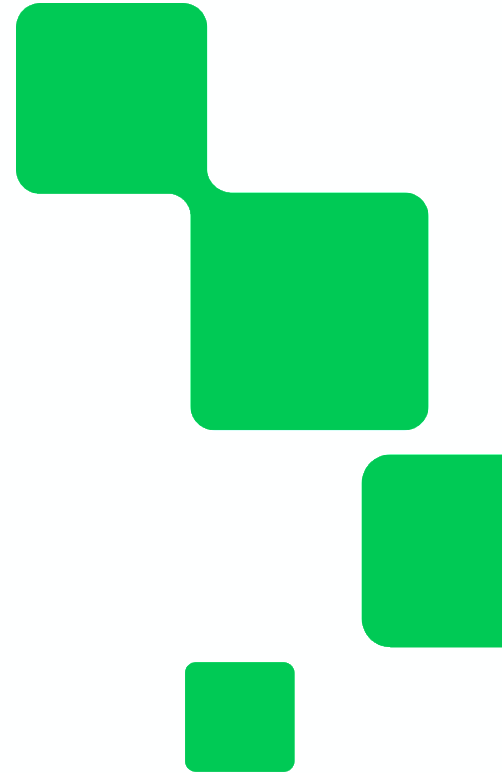
MSQ DX focuses on continuous improvement beyond reactive maintenance, helping organisations optimise their digital presence for long-term success.

Continuous improvement includes:

- Root cause analysis for recurring or critical issues
- Insights from issue escalation used to enhance team performance and update processes
- Proactive identification of platform enhancement opportunities
- Regular performance audits covering security, speed, and user journey optimisation

Improvement governance:

- Quarterly strategic reviews against roadmap
- Monthly progress reporting
- Documented recommendations for platform evolution



Working with MSQ DX

MSQ DX operates as an extension of the client's team, adapting working practices to align with client structures and governance frameworks.

1.

Integrated approach — MSQ DX immerses in client organisations and partner ecosystems, mirroring structures and frameworks to support account success

2.

Collaborative governance — shared goals, priorities, and transparent reporting empower all team members to contribute effectively

3.

Adaptive practices — while MSQ DX brings established best practices, we evolve working rhythms to ensure efficient, effective, and sustainable partnership

Contact

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