



Service Definition

Digital Experience
Platform (DXP) Services

2026/2027



Imagine a partnership that's not just about
solving today's challenges,
but about equipping you for the future.

Through strategic insight, design and technology expertise, we create sustainable digital experiences that empower people, deliver measurable impact, and enable our clients to drive change – not just adapt to it.



Digital Experience Platform (DXP) Services

Netcel's Digital Experience Platform (DXP) services deliver secure, scalable platforms that unify content, commerce, and personalisation. We design and implement DXP solutions to optimise digital experiences, enhance engagement, and support transformation. Our approach ensures compliance, flexibility, and measurable growth across public and private sector organisations using leading technologies.

Features

- Digital experience strategy aligned to organisational objectives
- User-centred research and service design
- Scalable, secure DXP architecture and engineering
- Cross-channel experience orchestration and delivery
- Personalisation using behavioural and data insights
- Integration with enterprise and MarTech systems
- Experimentation and testing frameworks embedded
- Certified Optimizely DXP implementation and support
- Proactive managed service and platform monitoring
- Analytics, measurement, and performance optimisation
- Accessibility, security, and compliance by design
- Training and enablement for internal teams

Benefits

- Faster delivery of measurable digital outcomes
- Reduced risk through iterative, evidence-based delivery
- Improved user engagement across digital touchpoints
- Greater return on DXP technology investment
- Data-driven decisions informed by real user behaviour
- Increased agility responding to changing user needs
- Secure and compliant digital experience platforms
- Sustainable in-house digital capability and ownership



Netcel in a nutshell



We're change makers

We blend digital advisory, change management and delivery to build capability.



We specialise in Optimizely

Our business has a singular focus on Optimizely Digital Experience Platform and connected technology – holding top tier partner status since 2007.



We're not just engineers

We're a team of 40+ strategists, analysts, technologists, experience designers, based at our St Albans HQ (London), working with our global clients.



We're independent

As an independent digital product consultancy, we can maximise our people and investment to unlock the power of Optimizely for our clients.



We're growing

We're a £5million turnover business today, with a growth strategy driving 20% year-on-year growth.



We're customer obsessed

We partner with 20+ Optimizely clients, the most in the UK, each one working with us to realise the potential of the platform and deliver their business outcomes.



We're work exclusively with



WINNER

Immersive Experience
Award

LONDON

NETCEL 

 Optimizely

20

Years'
Optimizely
knowledge

20+

The most
Optimizely
customers in
the UK



The most
OMVPs in any
UK company

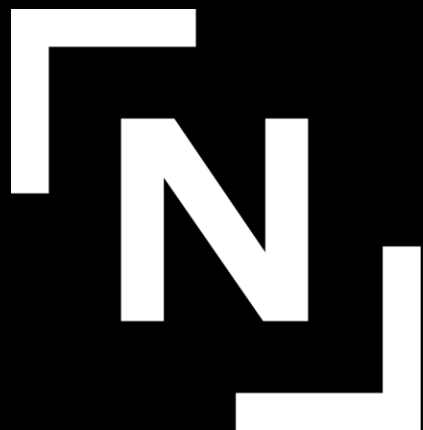


Top-tier
partner since
2007



Optimizely
advisory board
members





Get in touch

If you have any questions, please contact

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