

Service Definition

Digital Experience Strategy –
Discovery

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 Strategy – Discovery

Netcel's Digital Experience Strategy service defines a clear digital strategy to enhance customer experience and achieve business goals. We create strategic roadmaps, optimise digital platforms, and integrate data-driven insights. Our approach ensures measurable growth, compliance, and future-ready digital experiences across public and private sector organisations.

Features

- Business and market analysis and opportunity identification
- Stakeholder vision and purpose definition to guide decision making
- Targeted user research – with customers and colleagues
- Enterprise technology architecture planning
- As-is and to-be journey mapping to understand needs and motivations
- Content, technology and capability audits
- Digital measurement setting to ensure effective reporting
- Ideation and prioritisation framework across customer and colleague experiences
- Development of roadmap, business case and securing digital investment
- Digital leadership, organisational change and digital operations capability and training

Benefits

- Proven, experienced digital product consultancy practitioners
- Confident, research driven insights to evidence decision
- Clarity, roadmapping and feature prioritisation to deliver impact
- Cost-effective, lean and agile model for discovery
- Collaborative, establishing digital culture and capability across your organisation
- Understand existing data and technology capabilities to achieved desired outcomes



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

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



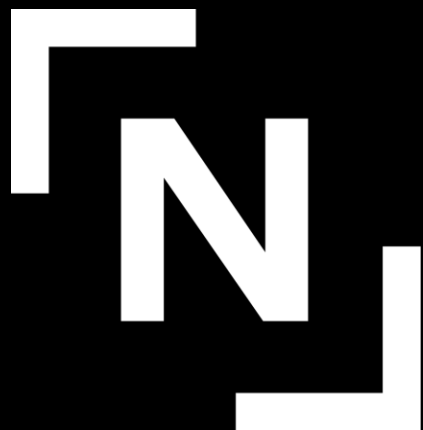
WINNER

Immersive Experience
Award

LONDON

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 Optimizely



Get in touch

If you have any questions, please contact

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