



The Digital Experience Checklist: 7 Top Priorities for Enterprise Optimisation Teams

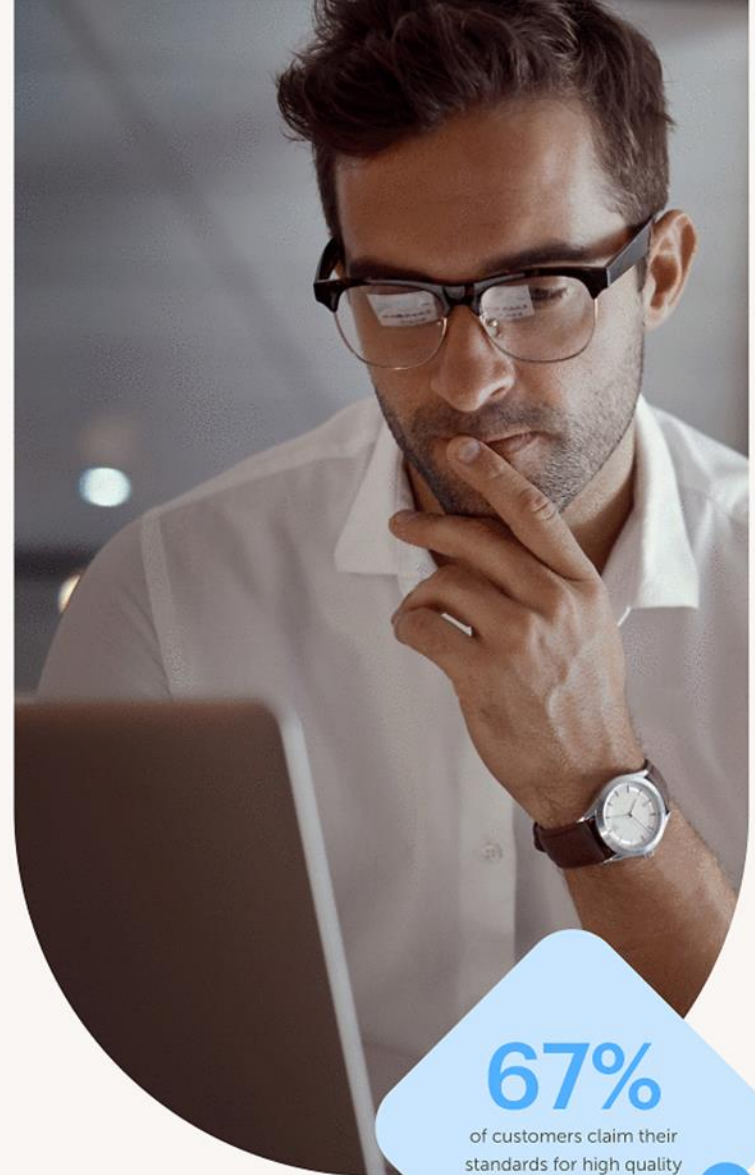
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A lot goes into meeting customer expectations online – let alone exceeding them. It seems every time customers visit websites or apps, their standards for those digital experiences rise ever higher – and the data bears this out.

Indeed, 67% of customers claim¹ their standards for high quality experiences are higher than ever, and over half of customers say most companies fall short of their expectations for great experiences. If you don't hit the mark, you're met with real consequences as **67% of customers claim unpleasant experiences²** as a reason for churn.

With customer experience standards through the roof, delivering near perfect web or app experiences is unofficially mandatory at this point – at least in the eyes of your customers. And often times the most well-received and **highly lucrative digital experiences³** at the enterprise level are a byproduct of teams that focus on the right consumer trends, industry tactics, and effective tools. But which ones matter most?

This checklist is designed to help you cut through the noise and focus on the top 7 priorities that matter most for delivering digital experiences that drive conversions, sales, and loyalty



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¹ <https://www.salesforce.com/research/customer-expectations/>

² <https://www.intellicon.com/blog/100-ux-statistics-every-user-experience-professional-needs-to-know/>

³ <https://decibel.com/resources/reports/tui-dxs-predict-conversion-revenue-growth/>

1. Double-down on the digital-first consumer relationship

While customer experience typically revolves around honest marketing, amicable customer support, continued product innovation, and convenient service, global lockdowns in 2020 shifted the spotlight onto digital experiences – the emerging star of the show.

With consumers adopting a digital-first mindset, virtually every type of business must accommodate – from restaurant chains and fan-favorite retailers to trusted financial services and tech giants. Customers engage with brands online now more than ever before, with the average share of online customer interactions spiking from **36% in 2019 to 58% in 2020.**⁴

But is this digital-first consumer mindset just a temporary fad or is it here for the long haul?

But simply making the same products and services available across your website or app isn't good enough. Digital experiences have become priority number one in the eyes of many customers, so it can't be any different for you and your team. Enterprise brands must aim to replicate traditional brick-and-mortar experiences online with a heavy focus on continually optimizing those digital experiences.

Takeaway: Gone are the days where you can afford to keep web and app optimization on the back burner or consider it an optional undertaking. Consider digital experiences the bedrock of a proper customer experience strategy moving forward.

⁴ <https://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/how-covid-19-has-pushed-companies-over-the-technology-tipping-point-and-transformed-business-forever>

2: Put the user experience on a pedestal for long-term results

While tracking popular metrics like conversions or even engagements and abandonment is absolutely foundational for keeping tabs on your website or app results yet obsessing over these metrics is counterproductive in the big picture.

Whether you're routinely practicing conversion optimization or fretting over the smallest changes in user activity, making constant tweaks to your website or app can actually sabotage the success of digital experiences.

People can get very hung up on improving micro conversions⁷ and you can go around them forever, improving step A to B, B to C. But if you've got a broader problem that people then churn after three months because your ongoing service is rubbish, then you're never going to change that if you keep looking at the small piece.

James Linkins,
British Telecoms (BT)

So, what should your approach to web and app optimization look like moving forward? Focus on perfecting the experiences across those digital properties.

Over the long haul, nearly flawless digital experiences will drive sustainable online conversions, sales, and loyalty. It's even been found that **70% of customers abandon purchases⁸** because of bad user experience, meanwhile a fully optimized and well-designed user experience could yield **conversion rates up to 400%.⁹**

⁷ <https://decibel.com/resources/e-guides/what-top-teams-do-differently-to-optimize-digital-customer-experiences/>

⁸ <https://www.intechinc.com/blog/100-ux-statistics-every-user-experience-professional-needs-to-know/>

⁹ <https://www.intechinc.com/blog/100-ux-statistics-every-user-experience-professional-needs-to-know/>

Instead of slaving over micro-improvements to your metrics, become a digital experience evangelist for your online customers. Streamline user journeys, simplify navigation, refine page layouts, polish designs and aesthetics, revamp written and visual content, and hone technical functions. These are the building blocks of a successful website or app.

Takeaway: While monitoring metrics closely and practicing conversion optimization will suffice on the smaller scale, sustainable and highly lucrative enterprise websites and apps are built from thoughtful experience optimization in the long term.



3: Align teams on a single digital experience goal for consistent results

At the enterprise level, it's rare to see just a select few individuals playing a part in web or app optimization. And given that **80% of companies¹⁰** report their digital transformation efforts involve multiple business units or the entire company, it's no surprise that rolling out exceptional digital experiences takes a coordinated group effort for many enterprises.

It typically takes contributions from marketers, web analysts, UX and product designers, digital optimizers, and customer insights specialists to craft seamless experiences that meet customer expectations. But often times these individuals can't help but prescribe to their own department-related biases which may or may not coexist – a recipe for disorganized and ineffective optimizations.

So how can you easily keep different teams on the same page and ensure their efforts to optimize digital experiences complement each other?

The best way to align teams would be to use a common¹¹ key performance indicator (KPI) that ladders up to the whole business. That way that everyone can feel like they're pulling in the same direction.

James Linkins,
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By establishing a universal KPI – whether it's daily active users, repeat purchases, or monthly online revenue – teams will have a common goal to tailor their own efforts towards. This can better inform marketing campaigns, shape new user journey flows, refocus interest on more pertinent metrics, narrow experience investigations, and more.

Takeaway: Team alignment can act as a subtle make-or-break factor when trying to fine-tune and perfect online customer experiences, so ensure you've a well-established goal with a tangible KPI to keep teams in-sync.



4: Take advantage of forensic tools to uncover poor user experiences

Tolerance for poor user experiences approaches an all-time low. In fact, **88% of online shoppers**¹² say they wouldn't return to a website after a bad user experience.

And to uncover issues plaguing your website or app, you'll need to dig beneath traditional measures – like web analytics metrics or voice of customer (VoC) data – and investigate the poor experiences reflected by those numbers.

But how exactly should you go about that? By taking advantage of forensic tools like **heatmaps**,¹³ **session replay**,¹⁴ and **form analytics**.¹⁵

Rated effective by 95% of practitioners,¹⁶ heatmaps prove useful for starting your experience investigations with page-by-page analysis. They aggregate and visualize millions of user behaviors and interactions into a single picture, showcasing how user journeys unfold and where friction arises on your website or app. **Top vendors like Decibel**¹⁷ offer extensive heatmap types for far-reaching insights like behavioral, attribution, dot, scroll, and hybrid heatmaps.

While heatmaps offer a great investigative starting point, session replay has also been **deemed effective by 95% of end-users**¹⁸ for digging into specific user sessions to pinpoint issues causing frustration. By leveraging session replay, you can watch back videos of real, anonymized users interacting with your website or app.

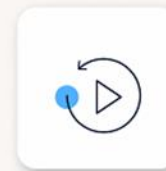
And **modern versions by leading solutions like Decibel**¹⁹ automatically surface the most urgent and insightful session recordings to streamline investigations and get to the heart of experience issues quickly.

And if you're like most companies, you've got forms across your website or app from checkout pages to account registration and more. To capitalize on these conversion gateways, form analytics enable you to dig into form-based experiences and field-based elements along with a specialized dashboard of metrics. On top of it all, Decibel's own form analytics include a **Form Experience Score**²⁰ to easily measure and find events causing friction on those pages.

Takeaway: Consider heatmaps, session replay, and form analytics a three-headed analytical monster for uncovering even the most subtle poor experiences with speed and ease, ultimately enabling precise web and app optimizations for flawless digital experiences.



Heatmaps



Session replay



Form analytics

¹² <https://www.smallbizgenius.net/by-the-numbers/ux-statistics/#gref>

¹³ <https://decibel.com/resources/ultimate-guides/website-heatmaps-latest-enterprise-features/>

¹⁴ <https://decibel.com/resources/ultimate-guides/session-replay-and-session-recording-latest-functionality-for-enterprise/>

¹⁵ <https://decibel.com/form-analytics/>

¹⁶ <https://decibel.com/resources/reports/econsultancy-state-conversion-digital-experience-2020/>

¹⁷ <https://decibel.com/heatmaps/>

¹⁸ <https://decibel.com/session-replay/>

5: Use digital experience analytics to find optimization opportunities at scale

With millions of users flooding many enterprise websites and apps every month, measuring and investigating those experiences at scale has emerged as a major dilemma for many digital teams.

While web analytics and customer analytics offer essential baseline reporting, and forensic tools enable targeted experience investigations, digital experience analytics uncover hidden UX insights quickly on even the largest of scales.

Diving beyond surface level data, **digital experience analytics measures user behaviors and interactions along with experience quality²¹** to expose exactly what's happening throughout the online customer journey on your website or app. And on top of offering must-have forensic tools like heatmaps, session replay, and form analytics, **leading digital experience analytics solutions like Decibel²²** bring forth a unique set of capabilities that fill crucial knowledge gaps common in other analytics tools:

- **Behavior detection:** Reveals a user's **digital body language²³** and measures behaviors across every user session like focus rates, mouse velocity, frustration-driven erratic mouse movements known as **bird's nests²⁴**, and **scroll engagement²⁵** indicating an interested reader – among many others.

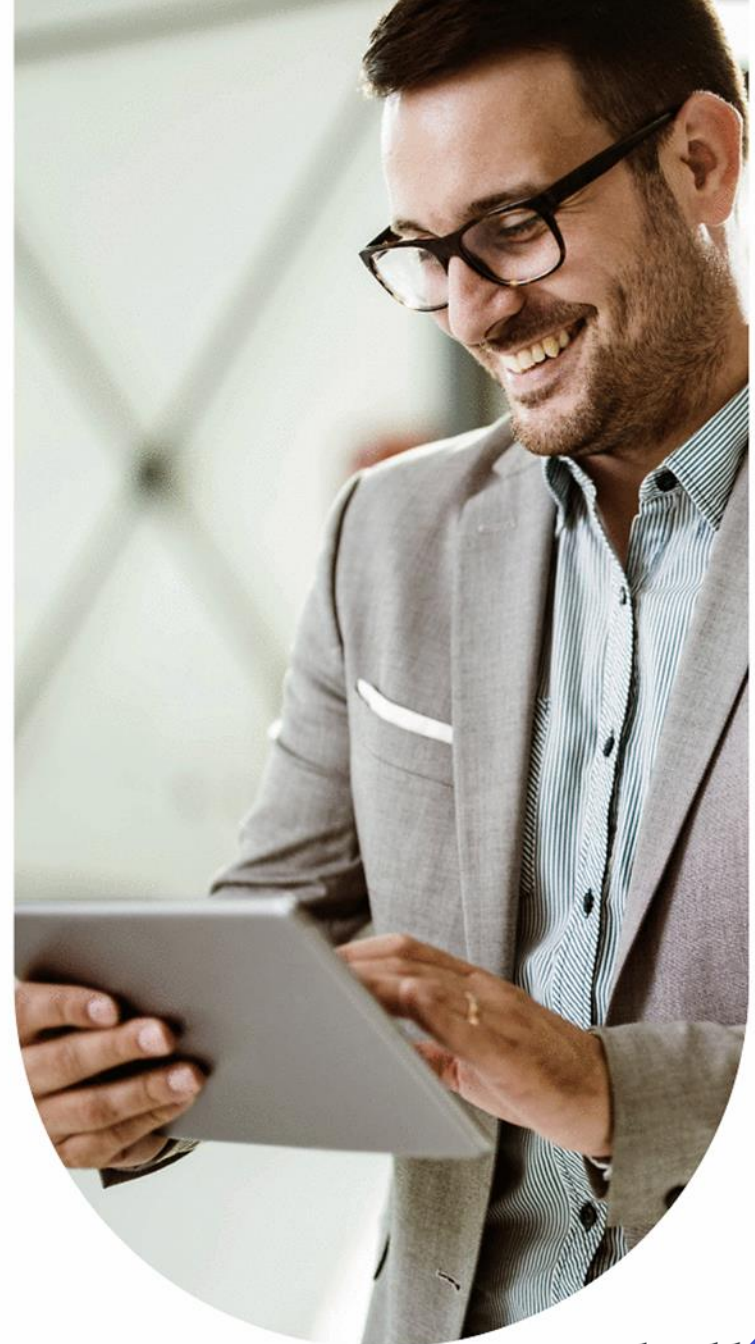
²¹ <https://decibel.com/resources/ultimate-guides/the-ultimate-guide-to-digital-experience-analytics-for-enterprise-brands-in-2021/>

²² <https://decibel.com/product/>

²³ <https://decibel.com/digital-experience-glossary/digital-body-language/>

²⁴ <https://decibel.com/digital-experience-glossary/birds-nest-behavior/>

²⁵ <https://decibel.com/digital-experience-glossary/scroll-engagement-behavior/>



- **Journey analytics:** Tracks user journeys with sunburst visualizations and funnels so you can easily pinpoint bottlenecks and high-friction pages on your website or app – from the most popular journeys to the most problematic ones.
- **Segmentation:** Filters down by a wide range of journeys and events, user-specific traits, along with third-party data, so you can pinpoint and define your experience investigations by the most pressing areas of interest for potential optimizations.
- **Prioritization:** Automatically categorizes and orders user experiences issues by urgency and potential impact in order to keep investigations focused on fixing and improving the most friction-filled areas dragging the experiences on your website or app.
- **Performance reporting:** Monitors and alerts you to the problematic technical and backend issues causing slow-loading times, display errors, and more disrupting user journeys, ultimately leading to frustration and abandonment.

Takeaway: In an era where online customer experiences mean nearly everything, web and customer analytics, while useful, don't cut it on their own. Enterprise digital teams taking advantage of the unique insights surfaced by digital experience analytics can quickly get to the bottom of web and app issues for swift optimizations.

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6: Adopt an experience scoring metric to simplify web and app optimization

At the enterprise level, efficiency has become the name of the optimization game. Spotting and addressing experience issues with speed and accuracy can be the difference in millions in online revenue – lost or gained.

Unfortunately, **roughly half of CX-leading enterprises²⁶** confirm that lacking a unified view of the customer journey has become the biggest challenge for effectively measuring customer experience. And experience scoring metrics – like **Decibel's own AI-powered Digital Experience Score (DXS®)²⁷** – stand out as the best way to overcome this costly dilemma for most enterprises.

Whether it's Decibel's DXS® which scores experience quality 1-10 or another vendor's offering, **experience scoring metrics automatically measure billions of user sessions²⁸** often comprised of trillions of user behaviors and quantify user experience quality with a single data point. Any poor experience from checkout frustration to confusing navigation or even declining interest in content will be captured and reflected by an experience score. It truly simplifies how digital teams can evaluate and optimize websites or apps for enterprises.

To take it a step further, experience scoring metrics act as exceptional benchmarking KPIs for ironclad team alignment. It enables teams to truly understand exactly where experience quality stands, and instantly informs marketers, optimizers, product designers, and all others when to launch new optimization efforts.

Takeaway: An experience scoring metric is quickly turning into a must-have 'ace in the hole' tool on the enterprise scale. It's a warning system and quality control measure wrapped into a single datapoint for clear-cut web and app optimization.



²⁶ <https://www.pointillist.com/blog/report-customer-journey-management-cx-measurement-2020/>

²⁷ <https://decibel.com/digital-experience-score/>

²⁸ <https://decibel.com/resources/reports/the-science-behind-decibel-digital-experience-score-dxs/>

7: Establish must-have context with savvy integrations in your CX and MarTech stack

The best websites and apps are optimized using data, not guesswork. **After all, data-driven organizations are 23 times more likely to acquire customers,²⁹ 6 times as likely to retain customers, and 19 times as likely to be profitable as a result.**

But being data-driven simply isn't enough on its own, it takes the right data for a detailed understanding of digital experiences at the enterprise level. So how can you create crystal-clear context around every web or app experience? With a well-rounded set of analytics integrations.

On this crucial yet often overlooked topic, **James Linkins of BT emphasizes that intelligent analytics integrations³⁰** "allow your analysts and the people within your company to traverse that data so that they can pick up an issue in customer satisfaction or an issue in customer experience or an issue in conversion rate and tie that altogether to, to uncover kind of broader trends."

Between daily web or app traffic activity, honest first-hand customer feedback, in-depth behavioral experience data, and a bevy of other measures, combined these insights better inform proper web and app optimizations – alone they may lead you down the wrong path of experience optimizations.

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²⁹ <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights>

³⁰ <https://decibel.com/resources/e-guides/what-top-teams-do-differently-to-optimize-digital-customer-experiences/>

Takeaway: The best digital teams integrate their top choice of web and app analytics, plus various VoC, personalization, and A/B testing tools, along with revolutionary digital experience analytics, for a holistic yet streamlined approach to digital experience optimization.

