

## Digital Experience Assessment

ACL Digital enables digital experience transformation in organizations by analyzing the entire customer journey across digital touchpoints. We provide detailed, actionable insights that can improve the usability, visibility & performance of digital assets in an organization.

### What We Offer

ACL Digital's - Digital Experience Assessment helps enterprises evaluate the existing digital strategy, find the gaps, and guide them to understand where their strengths lie and improvements are needed. Our digital experience assessment enables enterprises to align digital capabilities and multi-channel touchpoints for improving overall customer experience.

The assessment is summarized with a detailed observation & recommendations report which provides strategic roadmap for cruising forward in the digital transformation journey.

-  **Digital Asset Assessment**  
Market Research, Competitor Analysis, Website Audit, Social Audit, UI/UX Audit
-  **Innovation Strategy**  
Product Improvement, Product Innovation, Service Design Innovation
-  **Omnichannel Strategy**  
Fully Integrated Customer Experience by uniting User Experiences from Direct Sales to Mobile Browsing and everything in between
-  **Design Thinking Workshops**  
Business Outcomes and Impact, Persona Analysis and Journey Mapping
-  **Technical Guidance**  
Evaluation of existing architecture, Recommendations on Performance and Security
-  **Digital Change Roadmap**  
Actionable insights based on observations & recommendations on industry specific KPIs.

### Approach

Whether you are starting on your journey towards digital transformation or want to identify the gaps in your existing digital competencies, our Digital Experience Assessment approach helps you improve customer satisfaction

- Analyze**  
Identify the primary objectives & Create a roadmap
- Plan**  
Identify the Key Performance Indicators and Related metrics
- Measure**  
Measure the selected criteria to weigh the strengths and improvements
- Recommend**  
Make recommendations through the observation



# Success Story

## Digital Experience Assessment for a global leader in Hi-tech filtration and purification product manufacturer

ACL Digital was engaged to leverage digital capabilities to analyze the organization's digital health through various industry standard metrics and KPIs.

Our assessment on the corporate & eCommerce portal has guided the enterprise team to transform their eCommerce platform. With 100+ recommendations we enabled the client to set up the roadmap for an improved customer experience to ensure success on the growth path.

- **Optimization Analysis**  
Assessed the "As-is-Scenario" of the client's eCommerce platform with defined set of metrics
- **Customer Journey Mapping**  
Visualized the process that a person goes through to accomplish a goal for a transaction on the client platform
- **Competitor Analysis**  
Categorized and evaluated the competitors to understand their strengths and weaknesses
- **Performance & Security Analysis**  
Identified the business critical parameters of the client and evaluated the system performance & security
- **Analytics and Expert Review**  
Provided 100+ final recommendations for a better customer experience

**Is your Digital Landscape ready for Future?**  
Measure Your Future-Readiness, before the next digital investment.



ACL Digital is a design-led Digital Experience, Product Innovation, Engineering and Enterprise IT offerings leader. From strategy, to design, implementation and management we help accelerate innovation and transform businesses. ACL Digital is a part of ALTEN group, a leader in technology consulting and engineering services.

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