

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.



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



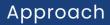
Technical Guidance

Evaluation of existing architecture, Recommendations on Performance and Security



Digital Change Roadmap

Actionable insights based on observations & recommendations on industry specific KPIs.



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

Analyse

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.

Is your Digital Landscape ready for **Future?**

Measure Your Future-Readiness, before the next digital investment.

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



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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