Are you DEX ready?

TAVANT DIGITAL EXPERIENCE (DEX) FRAMEWORK

Know Your DEX Quotient

The framework covers an objective analysis of more than 200+ performance parameters to arrive at a DEX Quotient for your organization.

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What it means to your organization?

A quotient to rely on, for simplified end-to-end digital journeys

Insights on channel maturity & need to adjust strategies

Better understanding of data collected to personalize offers

Digital experience gaps identification to remain contextual and future-ready

Framework

Setting the Digital Vision
- Mapping strategic goals to digital goals
- Identification of key performance indicators & target setting

Stakeholder Analysis
- Data and research driven stakeholder journey maps

Competitive Assessment and Benchmarking
- Digital maturity assessment
- Digital experience assessment

Current State Evaluation Process
- Technology assessment

Strategic Capability Roadmap Development
- Digital roadmap alignment with organizational goals

Business Case Development
- Overall digital ROI

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How DEX works?

Tavant's Digital Experience (DEX) Framework provides a digital analysis and benchmarking of your marketing, acquisition, and execution capabilities. The assessment analyzes publicly available data and questionnaire-based surveys to assess the strengths and gaps in your organization's go-to-market and conversion strategies and results.

Assessment Criteria

- Acquisition effectiveness
- Channel marketing maturity
- Analytics and decisioning
- Technology maturity
- Marketing operations maturity
- Organization readiness
Headquartered in Santa Clara, California, Tavant Technologies is a digital products and platforms company that provides impactful results to its customers across North America, Europe, and Asia-Pacific. Founded in 2000, the company employs over 2500 people and is a recognized top employer.

Tavant's disruptive solutions transform organizations into intelligent digital enterprises. From highly scalable marketing platforms, real time analytics to enterprise-level cloud modernization, our solutions enable companies improve customer experience and create an efficient collaborative environment.