

Measuring Digital Experience - Workshop

Excellence Forum - Silke Wieland, Florian Hießl

Agenda - How do we measure a great Digital Experience? (Dxi)

1. How would you define Digital Experience for your company – does anyone have a DXi model in place?
2. Siemens 5 Layer Model (Onion)
3. Discussion about the „Onion“ Modell – what's missing, wrong, too much..
4. Our Measurement Approach in general
5. What would be in your eyes DX KPIs / Priorities to measure – What is an index and how do we get to an index?
6. Summary for Plenary

Summary of most remarkable outcomes of the Workshop

1. **DX is a lot also emotional and about feelings**
2. **Onion modell complemented by 2 dimensions: internal ecosystem & people and skills**
3. **What is overall new on an Dxi? It gets another mmgt level attention and extent**
4. **Define the ultimate goal sharper**

We live in an experience driven world.

The ability to interact and engage with a company in a true Omni-channel fashion is what is required to stay relevant and win

What does digital experience mean for you?



What does digital experience mean for you?

64 responses



Digital Experience at Siemens

Driving an enhanced enterprise level focus on digital experience to build and deliver compelling, consistent, engaging, integrated and measurable digital experiences across the organization's key digital channels and touchpoints.

These seamless experiences should build brand and demand and position Siemens as a leading technology company worldwide... in essence, ensuring a digital experience that mirrors our real-world technology leadership.



Integrated



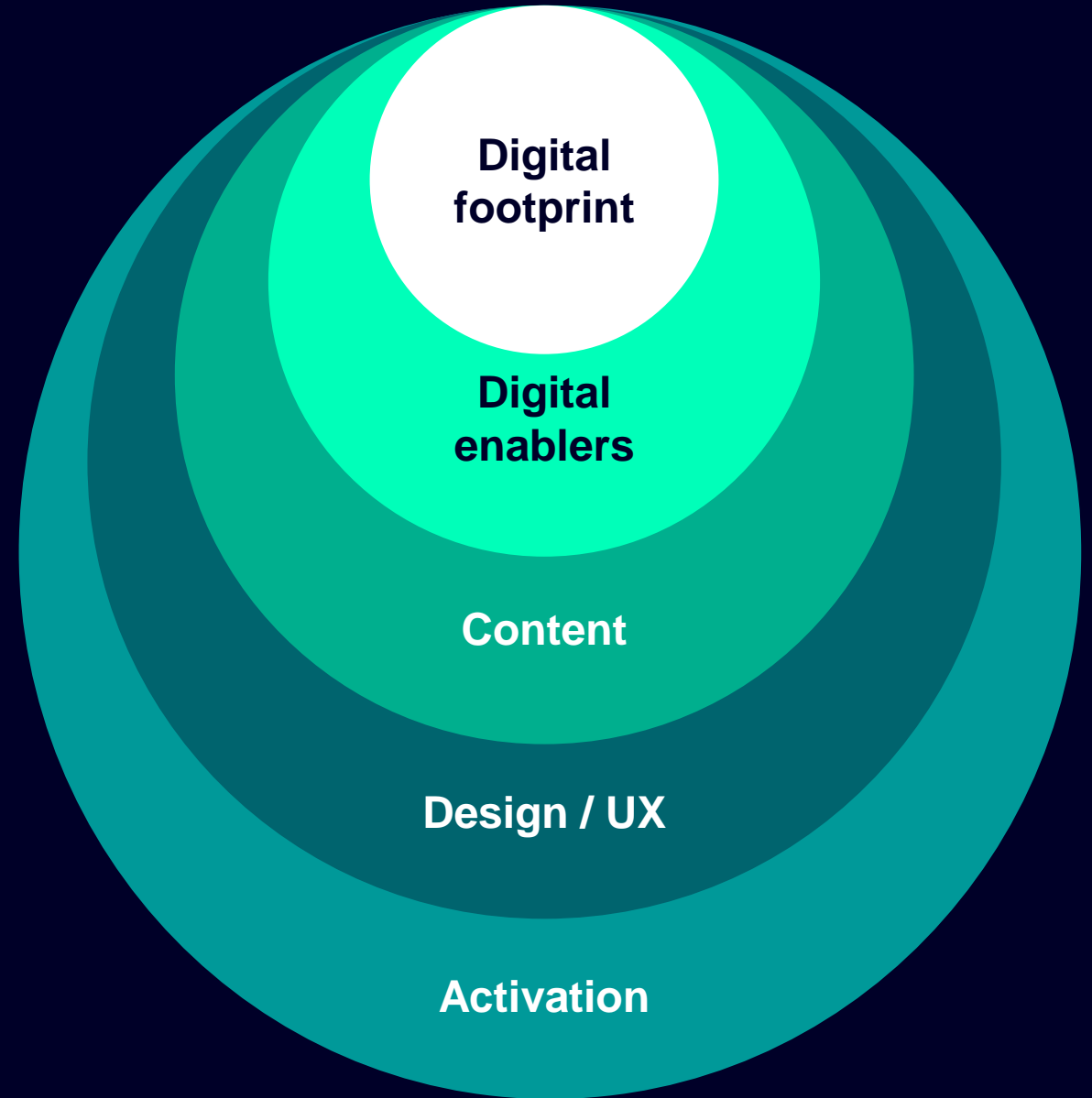
Customer-centric



Data-driven



Efficient/fast



What dimensions / criteria would you measure for digital experience?



What dimensions / criteria would you measure for digital experience?

49 responses



