The Ultimate Guide to Optimizing Digital Experiences for Enterprise
To meet rising customer expectations for websites and apps, you must aspire to deliver one thing: the "perfect" digital experience.

As an enterprise, your ability to deliver flawless digital journeys is fast becoming the ultimate competitive differentiator. In fact, 81% of companies¹ view customer experience as such, with superior experience-led brands generating 1.6 times² higher customer satisfaction rates and 5.7 times³ more revenue.

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³https://www.retailcustomerexperience.com/blogs/why-personalization-is-key-for-retail-customer-experiences/
Despite the competitive advantage better online experiences provide, however, many enterprises fail to deliver them. Why? Due to the unique challenges that come at the enterprise end of measuring and improving online experiences: scattered and siloed digital intelligence, and substandard, fractured optimization programs.

Perfecting experiences across enterprise websites and apps requires masterful digital optimization, comprised of a fine-tuned methodology that leverages actionable analytics data, intelligent investigative tools, and calculated tactics across multiple departments. In fact, 65% of digital marketers\(^4\) believe a capacity for advanced data analysis is the most important factor for delivering great customer experiences.

To what extent is your organization set up for this kind of success?

\(^4\)https://www.emarketer.com/content/better-data-analysis-is-critical-to-improving-customer-experience
Phase 1: Define the core metric by which you’ll measure experiences on your website or app

Before diving into the weeds of experience optimization, your digital teams must identify and align on a universal key performance indicator (KPI), or else your optimization efforts will be aimless.

Tallwave CEO and business-thought leader Jeff Pruitt emphasizes that “visibility into the right KPIs will make it clear whether your team is bought in and understands the direction.” However, you can’t choose any digital metric at random - you need a KPI that definitively quantifies digital experiences on your website or app.

Partnering with Econsultancy, we surveyed over 300 companies to determine popular KPIs digital teams use to measure online experiences. We’ve selected six of the most relevant KPIs from this survey data and highlighted the strengths and weaknesses you’ll want to consider for each:

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5 https://www.inc.com/jeff-pruitt/3-things-to-know-when-setting-digital-transformation-kpis.html
<table>
<thead>
<tr>
<th>KPI</th>
<th>Usage Rate</th>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
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<tbody>
<tr>
<td>Customer Satisfaction Score (CSAT)</td>
<td>58%</td>
<td>Determines general levels of customer satisfaction, analyzing which customer journeys correlate with positive versus negative feedback.</td>
<td>Scoring feedback is very subjective based on customer opinions and fails to link to specific experiences affecting scores.</td>
</tr>
<tr>
<td>Repeat Visits</td>
<td>53%</td>
<td>Tracks revisiting users to identify the positive customer experiences and journeys prompting those reoccurring user sessions.</td>
<td>Cannot directly pinpoint whether experiences versus other buying factors promote repeat visits.</td>
</tr>
<tr>
<td>Conversion Rate</td>
<td>49%</td>
<td>Highlights customer experiences and journeys directly responsible for generating new customers.</td>
<td>Too many variables like price and selection affect purchasing decisions, making conversion-based experiencedata unreliable.</td>
</tr>
<tr>
<td>Retention Rate</td>
<td>46%</td>
<td>Tracks the journeys of retained versus churned customers to identify loyalty-boosting experiences versus poor experiences.</td>
<td>Like conversion rates, there are too many purchasing factors impacting retention, making data inconclusive.</td>
</tr>
<tr>
<td>Time on Site</td>
<td>39%</td>
<td>Determines experiences leading to longer user sessions versus shorter sessions to evaluate customer experiences affecting session length.</td>
<td>Session lengths vary based on customer goals, site performance and navigation, which makes correlating experience with session length ambiguous.</td>
</tr>
<tr>
<td>Net Promoter Score (NPS)</td>
<td>48%</td>
<td>Gauges experience quality through the likelihood of customer referrals to determine which customer experiences and journeys promote loyalty.</td>
<td>Scoring data does not indicate specific experiences impacting customer loyalty making correlations uncertain.</td>
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While these metrics enable your digital team to measure optimization progress, you may notice each fails to definitively quantify and link the specific experiences affecting each metric. As a more modern alternative for digital teams, here at Decibel we’ve purpose-built the Digital Experience Score (DXS®), a holistic, universal metric that measures online experiences automatically, used by enterprises like Adidas, AllState Insurance, and British Airways.

As an AI-powered metric, DXS® crunches billions of data points around user navigation, frustration, engagement, as well as form and technical experiences, to provide a score between 0 to 10 for every user session. Proven to predict conversion, DXS® takes the guesswork out of managing, measuring, and improving digital experiences.

With DXS® we finally have a quantifiable score that can be easily communicated to all levels of the company – from the C-level down to the developers.

Tim Murphy, Leader of Global eCommerce Shopper Experience

https://decibel.com/product-tour/
Regardless of the experience metric your organization decides to use, it takes more than just a KPI to sync your different teams – you need to delineate clear responsibilities. Setting guidelines that provide objectives for each practitioner enables multi-team efforts to move the needle on the collective digital experience KPI you’ve chosen:

<table>
<thead>
<tr>
<th>Teams</th>
<th>Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Analysts</td>
<td>Identify the experiences affecting your users’ behaviors and quantify your website performance.</td>
</tr>
<tr>
<td>Digital Optimizers</td>
<td>Recognize the events impacting your A/B testing results and implement provisions to boost experience-driven conversions.</td>
</tr>
<tr>
<td>Product/UX Designers</td>
<td>Evaluate your users’ journeys then optimize page layouts and interfaces accordingly.</td>
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<tr>
<td>Ecommerce Operators</td>
<td>Measure your customer demand and fulfilment quality to streamline checkout processes.</td>
</tr>
<tr>
<td>Digital Marketers</td>
<td>Determine the best performing content and campaigns to prioritize optimal lead flows for repeated success.</td>
</tr>
<tr>
<td>Customer Support Managers</td>
<td>Monitor user frustration and learn the context behind experience issues for better support.</td>
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</tbody>
</table>
Your own digital team structure may look a bit different, but this divide and conquer approach is foundational for effective and thorough optimization efforts. With a core KPI and team-wide responsibilities in place you’ll establish the foundation set for a successful digital optimization program.
Phase 2: Establish a view of how existing experiences on your website or app are performing

With your primary KPI selected, it’s time to measure its performance across every single journey on your website or app. This view is foundational for effective optimization, with 80% of CX professionals believing a journey-based strategy drives overall business success, customer satisfaction, customer retention, and customer lifetime value. Daniel Taylor from Digital Marketing World Forum believes the “days of linear conversion paths and funnels are long gone – and brands need to stop seeing the path to conversion as a journey.” You can no longer afford to view these journeys through a transactional and conversion-centric lens. Taylor emphasizes that your “customer is never on a predetermined course – they are unpredictable.”

6x more likely to retain customers

23x more likely to acquire customers

19x more likely to be profitable as a result

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With that in mind, shaping the ‘perfect’ user journey means optimizing experiences across every possible touchpoint. To do this effectively, you’ll need to evaluate your current end-to-end website or app performance using one of the following methodologies:

**A. Use web analytics tools**

Like Google Analytics or Adobe Analytics, to establish an existing view of user journeys across your website or app. Measure user traffic patterns across pages to identify key user journey flows – from product catalogs to checkout pages – or any other common user journeys.

From here you’ll map your selected KPI across these journeys to determine the performance of those user experiences. While generally effective, this method involves time-consuming data correlation between multiple data sources, which leads to more frequent discrepancies and inaccuracies.

**B. Utilize user journey discovery and segmentation tools**

In digital experience analytics like Decibel, which visualize every user journey across your site. Using the Digital Experience Score (DXS)® as your universal KPI, it automatically scores the quality of ever user experience from user reading your blogs to prospects filling out contact forms.

Eliminating tedious and error-prone data mapping, DXS® allows you to visualize and score digital journeys immediately, ultimately streamlining how you measure your website or app performance.

Overall, both methods provide the must-have insights on the quality of your user experiences and indicate the performance behind each user journey. Having this information will act as the foundation for meticulous digital experience investigation and optimization efforts in the next phase.
Automatically Mapping User Paths with Decibel’s Journey Discovery

We tend to assess a website or app’s performance based on logical funnel steps – like those in a booking process. But in reality, users rarely follow the paths that were intended for them.

Decibel’s Journey Discovery reveals the paths users actually take on your travel site or app, and by overlaying DXS®, you can instantly identify bottlenecks in their experiences.

**BONUS TIP:**

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Phase 3: Identify and prioritize opportunities for improving experiences

With a clear understanding of how experiences are faring across your website or app, now you can investigate any bottlenecks or low scores reflected by your KPI results. Success here often hinges on one factor: access to sufficient digital intelligence.

Brands effectively using available data and analytics insights are proven to be 23 times more likely to acquire customers, 6 times as likely to retain customers, and 19 times as likely to be profitable as a result.

To see similar success, there are three fundamental resources your team needs to use properly in order to diagnose and resolve the issues plaguing user experiences and derailing digital journeys:

1: Behavior Detection Analysis

Behavior detection is deemed effective by 96% of optimizers\(^\text{11}\), as it shares highly nuanced data surrounding user intent. Customer experience thought leader, Kerry Bodine\(^\text{12}\) highlights that “to get the full picture, [you’ll] need to understand actual customer behavior” measured by digital experience analytics like Decibel.

**Bird’s nest** refers to when a user rapidly shakes their mouse around, leaving a jumbled mouse trail that, in session replays, resembles a bird’s nest – and denotes frustration or confusion.

**Device rotation** refers to when a user rotates their tablet or mobile device, from portrait to landscape mode or vice versa. This behavior can reflect either engagement or frustration.

**Mouse reading** refers to when a user directly follows the content they are reading on a website or app with their mouse, denoting an engaged user experience.

**Multi-click** refers to when a user rapidly clicks or taps on an on-page element on a website or app, denoting a frustrated user experience.

**Scroll engagement** refers to when a user scrolls down the page on a website or app in a smooth, regular rhythm, signifying the consumption of content.

**Select & copy** refers to when a user selects text from a website or app and copies it, indicating engagement, comparison research, or even fraud.

Behavior detection tracks and measures ‘digital body language’ to understand how your web or app experiences affect user state of mind. Behavioral data not only accounts for every mouse click, but the movements between those clicks. With this level of intelligence, you can clearly identify frustration, confusion, or engagement by tracking key digital behaviors:

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2: Session Replays

Rated as effective by 95% of practitioners\(^\text{13}\), session replays offer you powerful firsthand insights by playing back user sessions exactly as they occurred. You’ll want to review session replays to understand how users actually engage on a case-by-case level, and to identify issues clearly provoking user frustration like a confusing navigation menu or a clunky contact form. However, some session replay tools can be incredibly time-consuming, especially for enterprises with millions of monthly user sessions. It’s critical to streamline this investigative process by prioritizing session replays with modern features like those that Decibel offers:

- **Automated analysis** to pinpoint the most important sessions
- **Segmentation** between high-quality and low-quality experiences
- **Detailed user journey mapping** between devices and channels
- **Heatmap integrations** to contextualize user sessions
- **In-app filtering and commenting** for team collaboration
- **Tech-stack integrations** to pair external data with related session replays

3: Heatmaps

Similar to session replays, 95% of end-users say heatmaps are effective for measuring and optimizing online experiences. Visualizing user session data in aggregate, heatmaps illustrate user journey trends and patterns. Displaying click data and mouse movement, heatmaps enable you to determine whether a newly implemented call-to-action button has driven more clicks, or if a change in your homepage user interface increases bounce rates. While incredibly useful, traditional versions of heatmaps present limitations with how you can review user data. You’ll want to leverage modern versions, featured in solutions like Decibel, which bring new capabilities to this standby investigative tool:

- **Aggregated user session data** from pages with similar layouts
- **Behavioral heatmaps** highlighting instances of engagement, frustration, or confusion
- **Integrations with analytics tools** to correlate business data with heatmaps insights
- **Automatic on-page tracking** removing manual tagging
- **Overlay toggling** to compare interface design updates
- **Session replay** integrations to link patterns with specific user sessions

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Access to the right tools is foundational for your optimization program’s success, as 90% of executives\(^\text{15}\) whose teams use data analytics properly report better ability to deliver a great experience. With these analytics and investigative tools in place, you’ll be poised to identify user experience issues with ease and turn them into opportunities. Once you’ve got your optimization opportunities fully scoped, it’s time to plan and roll out your fixes.

Phase 4: Implement your optimizations and measure their impact

By now, you’ve established the issues undermining user experiences and sabotaging user journeys – and worked across departments to develop fixes for them. Whether you’ve recognized slow loading product images causing a drop-off in potential customers, or identified errors tracking rewards program points causing a spike in customer support requests – optimization efforts must be thorough and united to be truly effective.

If executed properly, your revamped digital experiences can create a 400% increase in conversion rates, but it takes a strategic approach to implementing optimizations to get there. In order to rollout successful optimizations, your digital team should follow these 3 steps:

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16 https://www.intechnic.com/blog/100-ux-statistics-every-user-experience-professional-needs-to-know/
1: Plan your priorities

Prioritize your fixes based on their potential impact and difficulty. Ensure your teams address low-hanging fruit like broken links quickly, while being methodical and thorough regarding larger projects like an interface re-design. Next, manage tasks and deliverables for each project and assign them to the appropriate teams.

2: Calculate progress with benchmarks

Constantly measure progress by comparing post-optimization KPI results with your initial KPI benchmark. This will act as your digital team’s measuring stick for optimization, allowing you to identify projects which succeeded, failed, or need further work.

3: Consistently monitor and improve

The difference between your website or app generating high-performing versus low-performing experiences will depend on your persistence. Optimization is an on-going function, which requires digital teams to continually monitor performance, optimize issues, and repeat this process.
Now that you have a systematic approach to optimization, your team can methodically implement user experience improvements with ease. It’s just a matter of time before engagement and conversions rise as you quickly chip away at the issues plaguing user journeys.
Putting your optimization process to work

Think of each phase in your optimization process as a link in a chain – if one link breaks, the whole completely loses its value. To recap, the process should unfold like this:

1. Define the primary KPI your team will use to measure website or app performance, and clearly determine different teams’ responsibilities and deliverables to move the needle on that KPI.

2. Use your selected KPI, like CSAT or Decibel’s DXS®, to measure the current performance of your website or app. With a metric like CSAT you’ll want to map out user journeys and evaluate their quality accordingly, whereas DXS® will quantify every user journey automatically for your team.

3. Investigate low performing areas and develop optimizations. To do so, use behavior detection and modern versions of session replays and heatmaps to pinpoint specific optimization opportunities, and collaborate across teams to create fixes.

4. Implement your optimizations. This takes organized planning and prioritization of optimization efforts, benchmarking the progress of your web or app improvements, and constant re-evaluation to perfect digital experiences.
With your optimization program now operating at full speed, all that remains is to demonstrate the business value and return on investment (ROI) of your experience optimizations to decision-makers and stakeholders.
Use Decibel’s Digital Experience Score (DXS®) to prove the ROI of your website or app optimizations

Businesses leaders high up in your organization often have the final say in the direction and resources behind digital optimization strategies, from budget allocation to project approval. This reality makes linking revenue and optimizations critical for securing leadership buy-in.

Conversion optimization Alex Harris confirms that digital teams need to “start by prioritizing website and apps improvements by ROI and customer satisfaction.” But 50% of CX teams¹⁷ are unsatisfied with their ability to quantify the impact of customer experience on business KPIs like customer lifetime value and revenue.

With Decibel’s Digital Experience Score (DXS®), your digital team can definitively link experience optimizations with new revenue. Top brands worldwide harness the AI-powered experience metric to predict revenue behind digital optimizations with ease. In fact, travel booking leader TUI measured a 1-point increase in their DXS® leads to $30M in annual revenue.

Decibel helps brands increase conversion, sales, and loyalty, by automatically finding and prioritizing the issues that frustrate customers. Speak to us today to see how we can help your business.

Book your Decibel demo here