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10 Steps to Crafting Your Total Experience Management Strategy

DEX and CX combine to form your company's total experience. By developing a plan that addresses the totality of your DEX, you will improve digital experiences to the delight of both your employees and customers. Here's a 10-step plan to craft a total experience management strategy that works:

1 Take Stock

Assess the existing DEX by conducting surveys to gather feedback from employees by analyzing user data and by reviewing IT infrastructure. This evaluation will help you pinpoint your company's strengths, weaknesses, and areas for improvement.

2 Set Achievable, Relevant, and Measurable Goals

Establish clear and specific goals that align with your company's overall objectives. Make these goals realistic, relevant to the needs of employees, and measurable so you can track progress and evaluate success.

3 Engage Non-IT Stakeholders

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4 Identify Opportunities for DEX Beyond IT

Look beyond IT and identify additional areas where DEX can have a meaningful impact. Explore opportunities whereby your strategy can help enact sustainability initiatives (e.g., identifying power-hungry devices and applying remediation actions to reduce their energy footprint), enable employee enablement through upskilling and reskilling programs, and promote digital dexterity to enhance employees' ability to adapt to new technologies.

5 Evolve IT Processes

Update IT processes and workflows to align with your digital transformation goals. This can involve everything from implementing agile methodologies to adopting cloud-based solutions and improving security measures all to support the evolving needs of employees and customers.

6 Test Drive

Before rolling out your plan company-wide, select a pilot group or department to test and validate the DEX strategy. Gather feedback, monitor performance, and identify areas for refinement before the big launch. This pilot phase helps ensure a successful and effective rollout.

7 Scale Up

Once the pilot phase proves successful, expand your DEX strategy to all departments and levels within the company. Ensure proper communication, training, and support during the implementation process so employees enjoy a smooth transition.
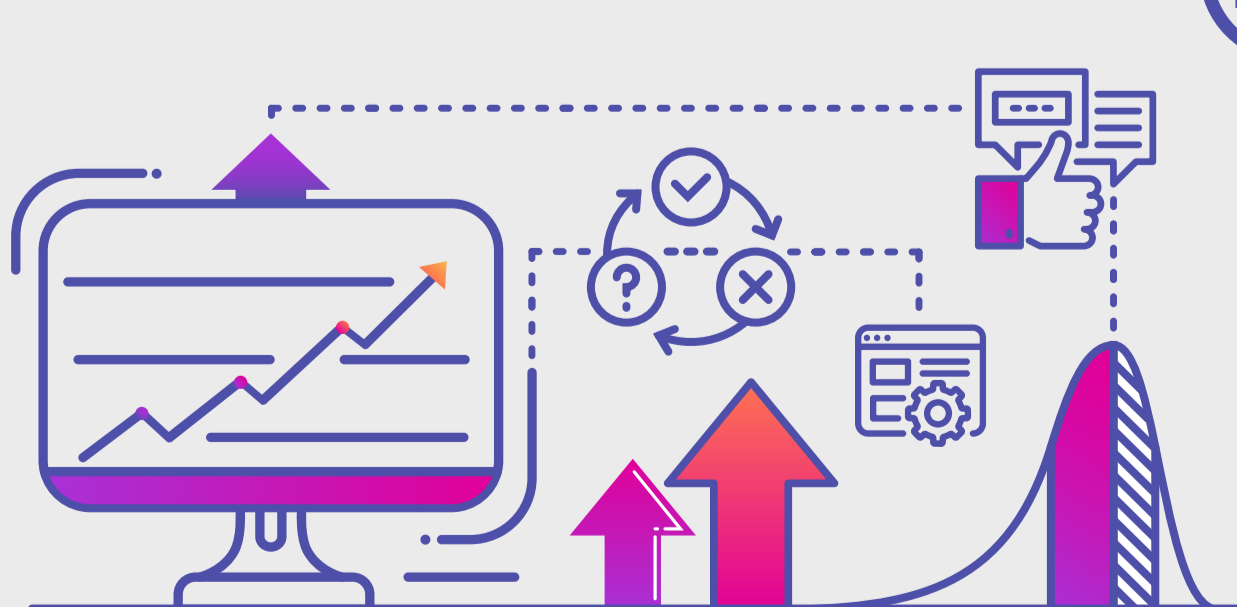
8 Empower Employees

Provide comprehensive training to empower employees with the know-how and skills needed to use new digital tools and technologies. Training should be ongoing, keeping pace with evolving digital trends and ensuring employees are equipped to make the most of the improved DEX.

9 Use Data to Measure Success

Define KPIs and metrics that align with the goals you've set for your DEX strategy. You'll want to measure employee satisfaction, productivity, engagement levels, and other relevant metrics to assess the success and impact of the strategy on the overall employee experience.

10 Review and update based on performance metrics

Once a month, review the performance metrics and feedback collected to evaluate the effectiveness of your DEX strategy. Identify areas of improvement, make necessary adjustments, and update the strategy accordingly to ensure its continued relevance and success at delighting your employees.

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