

Digital Experience Disillusion

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There is an illusion, in the world of business, that makes companies believe that they're innovating or ahead of the curve, in terms of delivering digital experiences, just because they're investing in new digital platforms or channels – be it websites, kiosks, or mobile apps. I come across this almost on a daily basis. The truth is that those things alone won't put your company at the forefront, or perform the so-called "digital transformation" in isolation.

If you want to deliver outstanding digital experiences, you need to understand that to engage customers digitally, you must do it in a way that is meaningful and personalised. And for that, it is absolutely crucial that you understand the human being on the other side of the screen. The values, principles, aspirations, preferences, and behaviours of the person that is interacting with your company.

Furthermore, you must do it in a way that is contextual, from two perspectives. Not only from a device or site perspective – because there is significant differences when it comes to deliver experiences on a website or a mobile app; on a laptop or a smartphone – but also from a cultural perspective – because people around the world have very distinct lifestyles, habits, customs and beliefs.

No company was able to get it right first time. Nor able to get it right at some point, and keep it unchangeable. And neither will you. It just doesn't work that way. The world and the societies we live in, are mutable, constantly changing and developing. So it is extremely important that you put in place a program that allows you to continuously gather, research, monitor and improve your knowledge of your customers and their expectations.

That is precisely why it is key that you collect *Experience Data* (e.g. Voice-of-Customer, Voice-of-Employee). And then blend it with *Operational Data* (e.g. Orders, Transactions, Tickets). Analyse, make sense of the data, find trends/drivers, and deliver actionable insights. Which will allow you to design new and improved experiences, that you can then enable with digital platforms, and deliver via digital channels.