



Digital Experience Consulting Services

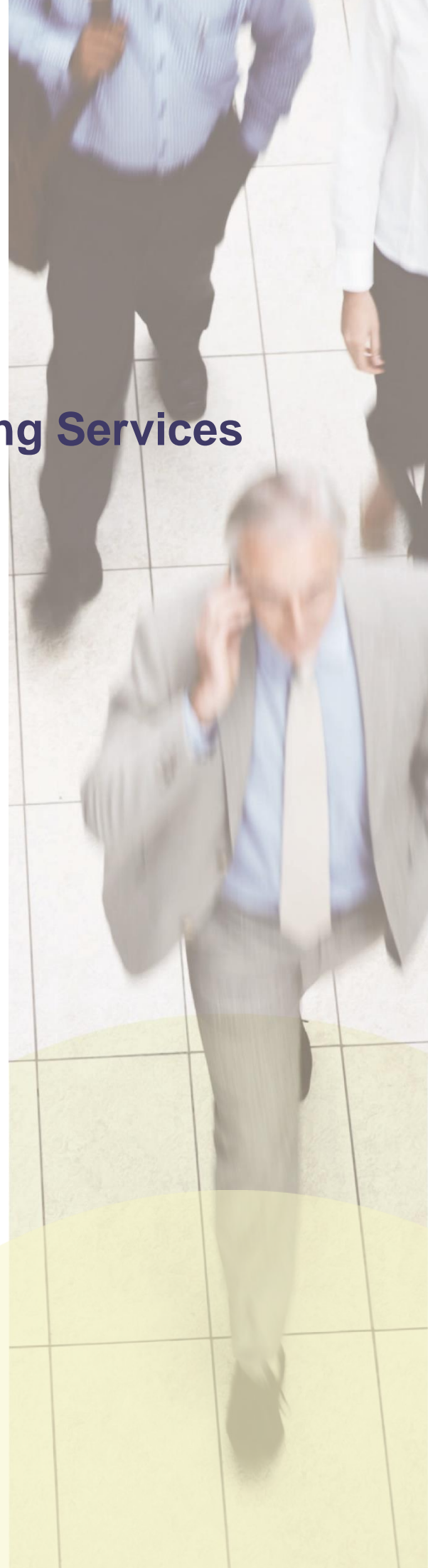
Client Perspective Report
Abstract

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Who Is This Report For?

NelsonHall's "Digital Experience Consulting Services" client perspective report is a comprehensive report designed for:

- Sourcing managers investigating key drivers of the use of vendors for Digital Experience Consulting Services
- Operational decision makers exploring the benefits and inhibitors of undergoing Digital Experience Consulting initiatives
- Vendor marketing, sales and business managers developing strategies to target Digital Experience Consulting opportunities
- Financial analysts and investors specializing in the IT services sector, including Digital Experience Consulting Services.

Scope of the Report

As part of NelsonHall's most recent Digital Experience Consulting Services market analysis, in addition to interviewing leading Digital Experience Consulting Services providers globally, our research extended to a survey of these vendors' clients. Through this survey, we met with clients of these vendors, representing a range of geographies, industries, size, scope of services, and various levels of maturity in their sourcing of Digital Experience Consulting Services.

Each interview was conducted to cover several focus areas to gain a comprehensive understanding from the client perspective of their experience as a buyer of Digital Experience Consulting Services in the current marketplace. This was specifically designed to understand, not only the perception of vendor performance in meeting client needs currently, but also their ability to meet the clients' needs in the future. The survey focused on the following key areas:

1. Digital Experience Consulting Services usage
2. Benefits derived from Digital Experience Consulting Services
3. Vendor approach to benefit delivery
4. Client satisfaction
5. Client future expectations and vendor ability to meet these future requirements.

For each of these focus areas, we asked clients to rate various attributes including services used, service satisfaction, benefits sought, benefits importance, vendor approach, and overall performance satisfaction.

Key Findings & Highlights

Digital experience consulting clients express relatively high overall satisfaction with their vendors' current ability to deliver experience consulting services, with an average rating of 4.4 points out of 5.0 with all clients expressing high or very high satisfaction with the services received from vendors.

Similarly, clients most likely believe that their vendors will be able to meet future requirements, with all clients being highly or very highly confident of their vendor's suitability in the future.

Combined, these clearly demonstrate why all clients were at least likely to recommend their vendor to others, with an average score of 9.2 on a scale of 0 to 10, where 10 is 'very likely to recommend'.

Clients do view vendors being proactive and bringing their broader experience and knowledge as the most important opportunity for improvement. While clients highlighted specific instances of vendors bringing broader knowledge proactively, other clients highlight what more they are looking for from vendors. We felt like we had to prompt them a little bit more to use the customer data on some of the design stuff that they are working on.

Another area of improvement highlighted by clients focused on vendors improving their broadened integration. Given how vendors have expanded their capabilities through acquisition it is imperative for vendors to focus on integrating their capabilities across organizations to create a coherent service offering.

Clients repeatedly expressed the priority they place on vendors bringing thought leadership and incorporating innovations in the delivery of services. While they continue to look for vendors to be more proactive in bringing outside perspective and new innovative ideas, overall they do reflect satisfaction with the services being offered.

When looking forward, clients are most focused on vendors that are able to demonstrate a strong capability, particularly through real-life examples of delivered work, and a strong partnering mindset.

Clients are clearly looking for vendors that can use their broader experience and knowledge to bring new best practices and lessons learned from other engagements that improve service delivery as well as an ownership mindset that leads them to bring these ideas and innovations proactively.



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- B. Outlook for Digital Experience Consulting

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- B. Satisfaction and Vendor Ability to Meet Future Needs

Ability to Deliver Immediate Benefits

- A. Digital Experience Consulting Offerings
- B. Benefits
- C. Digital Experience Consulting Services Delivery

Ability to Meet Client Future Requirements

- A. Digital Experience Issues & Initiatives
- B. Best Practices and Innovation
- C. Vendor Performance

Report Length

18 pages

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