



# DoZen & DXP

[www.dozen.ai](http://www.dozen.ai)



# Introduction

At long last, enterprise-scale companies are returning to the office. [90% of organizations](#) said they will require teams to work from the office for at least part of the week in 2023, with a fifth of those companies planning to require full-time office attendance. As workers assimilate to these new routines, organizations need to find ways to elevate the employee experience. Whether companies are remote, hybrid or in the office full time, it's critical for organizations to manage their employees' experience digitally.

The first step in improving the digital employee experience is investing in a digital experience platform (DXP). Gartner defines DXP as an integrated set of core technologies that support the composition, management, delivery and optimization of contextualized digital experiences. Essentially, a DXP powers digital interactions between an organization's stakeholder groups.

As a digital employee experience platform provider, DoZen plays an active role in faci-

ilitating high-quality DXP for enterprise employees. We've partnered with large global enterprises like Sitecore and Raytheon to enable core DXP capabilities that connect teammates across business units and continents.

## What belongs in a DXP for enterprise employees?

- Personalized Intranet
- Composable CMS
- Communities
- Omnichannel engagement
- Extensive Integrations
- Native Mobile App
- Advanced analytics
- Self-Service

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DoZen's functionality has helped organizations maintain effective communication in hybrid and remote environments and evolve their digital employee experiences to attract and retain top talent. We've connected thousands of employees and boosted engagement by over 200% for our clients.

But it's not enough to merely participate in the DXP conversation. Early in the pandemic,

[McKinsey found](#) that companies worldwide accelerated their digital transformations by an average of seven years over the course of just a few months. In a period of such rapid digital evolution, DoZen works hard to stay ahead. To that end, we've assembled our most salient insights on the future of DXP. One prediction we're sure of: In one, five, or ten years, digital employee experience will look unlike anything you've seen before.

## We've highlighted four concepts that will help organizations understand how DXP and work will evolve in the next few years:

### \_X

Gartner reports and industry experts offer a never-ending stream of experience-related acronyms, from CX and EX to B2E and DEX. We'll help you make sense of the alphabet soup and understand how each acronym feeds into the broader notion of "total experience." The core takeaway: All of these ideas are rooted in the same fundamental principles of DXP.

### The Composable Future

In the past few years, companies have worked hard to build baseline DXP platforms. Baseline isn't good enough. As DXP technology evolves, companies will be able to find more personalized tools to meet their exact needs. This will make composable platforms more important than ever.

### Branding Through DXP

Employee experience is often relegated to conversations about HR and communications. A strong digital employee experience, however, is actually a huge branding opportunity. The strongest brands are those that are authentically praised by their employees on outlets like Glassdoor and LinkedIn. Investing in a quality, differentiated DXP now ensures that employees will represent a brand well in the years to come.

### AI for a Headless World

Enterprise organizations are on the cusp of an exciting convergence of new DXP technologies. As organizations adopt headless architecture to manage omnichannel content lifecycles, they will need to embrace generative AI. Simply put, enterprise organizations will need a lot of content, and they'll need AI to keep pace.

## \_X

If, like us, you're plugged into the DXP conversation, you probably saw that Gartner recently held a [webinar](#) about what they call "total experience," or TX. TX is a fusion of multiple types of "experience" as the future of enterprise success. It's a strong concept, and there's nothing incorrect about it. But many of the professionals engaged in this space, from comms professionals to IT departments to executives, get frustrated when they're presented with yet another acronym to add to the alphabet soup of DXP. Each day, it seems there's a new \_X to worry about. You can read about all the various terms in the DoZen Dictionary [[LINK](#)].

We'd remind everyone, however, that the "X" is really more important than any modifier that comes before it. The varieties of digital experience are all different ways of viewing the same truth - in today's business landscape, all experience is digital in one way or another. Rather than drill deep into any one category of digital experience, successful organizations adopt a holistic view that incor-

That's the real value proposition of TX. It combines all points of stakeholder contact under one umbrella - how an organization reaches their customers, employees, and any individual who needs to access necessary information. More broadly, TX reflects an attitude about technology - embracing DXP with real strategic commitment. In this way, TX isn't really a new idea. It's a new term for something that's been true for a long time: organizations need to optimize their digital strategy across every conceivable channel to succeed in a digital world.

This attitude is central to everything we do at DoZen. It's why we build on Sitecore, one of the most advanced DXP providers across

porates strong DXP into every corner of what they do.

### What goes into TX?

Gartner states there are four components of TX:

- Multiexperience (MX) - Multiexperience is defined by the different facets of a digital platform that users interact with on their digital journey.
- User experience (UX) - User experience refers to how a user interacts with a digital platform.
- Customer experience (CX) - Historically, organizations have considered DXP in the context of consumers. CX refers to the ways customers digitally interact with a brand, business, or product.
- Employee experience (EX) - EX is how employees engage with content throughout their digital workplace. EX is similar to business-to-employee capabilities (B2E) which encompasses an organization's ability to communicate to its employees.

industries. We're committed to delivering a cutting-edge digital employee experience platform, but we don't consider our services to be siloed within the realm of HR or communications. Rather, D(e)XP is an essential part of a modern workplace where DXP is a priority: a smooth, simple, and consistent interface that allows employees to engage with leadership and with each other at scale. Whether you call it TX, DXP, or simply good business, a comprehensive digital experience will always be essential, no matter the new technology that emerges or the acronyms that describe it.

## The Composable Future

Composability is a buzzy term of our current digital moment. At its most basic, composability refers to modular capabilities in a DXP - the ability to pick and choose the features and applications you prefer and how they interact. It's an exciting feature offered by leading DXPs like Sitecore, one that enables enterprise-scale organizations to level up their organizations.

For example, let's say you lead a multinational logistics company. With employees spread out across time zones and often in transit, you need a powerful enterprise mobile application like DoZen's to maintain effective communication on the go. Meanwhile, you've already made a sizable investment in a separate enterprise analytics platform (e.g., SAP Analytics) to track and improve operations across your ecosystem. A composable DXP enables you to make full use of each of these investments. You can customize the new platform that includes your mobile app to include your existing analytics system, too.

Contrast this with an out-of-the-box EX like SharePoint - the product is the product, with limited capacity to adapt. Your logistics organization would operate on the same inflexible platform as a SaaS company, or a bank. As staff turnover remains [sky-high](#), a subpar digital employee experience won't cut it. Organizations need to be able to build their ideal DXPs, not download a product and adjust their strategy to accommodate. Composability eliminates the extra time and energy needed to tweak operations to fit within a system built for the lowest common denominator.

A composable DXP is useful to a business because it represents freedom for both internal and external operations. From day one, organization leaders have the power to choose the features that make most sense for their teams and their customers. At enterprise-scale organizations, that means employees can have distinct experiences based on their function and circumstances. With composabi-

lity, the HR department of your logistics organization can easily navigate to a designated hub to exchange private messages or design employee pulse surveys, while the sales team can integrate CRM software with their company email.

The benefits of this frictionless digital employee experience aren't limited to your team members. Composability empowers your organization to deliver at a higher level for your customers as well. Without the inconveniences of a ready-made solution, employees across roles and departments are free to focus on new and creative ways to improve upon their product offering, engage new audiences with relevant customer-facing digital experiences, and move promising deals from in-progress to closed.

Today, composability is a new development in DXP. Tomorrow, it will be the standard. [Gartner](#) predicts that 60% of organizations will make composability a strategic objective as soon as 2023. To get ahead, enterprise organizations should begin looking now to adopt composable platforms. As more and more companies have looked to level up their digital experience, they've realized that traditional Microsoft solutions, from SharePoint to Viva don't cut it. And in 2023 and beyond, traditional won't be good enough.

## Branding Through DEXP

Digital experience platforms have become so essential in the past few years that it can be easy to forget that they're a relatively recent innovation. Ideas around DXPs, their use, and their overall value are still relatively young. To date, most businesses think about customer-facing digital experience, and even then, they prioritize pure functionality. Organizations have only recently begun to consider the importance of good digital employee experience, how it can make their teams more engaged and efficient. These are vital benefits, but we at DoZen believe there's an equally important long-term value: brand-building.

Today, large companies have baseline expectations from a DEXP. They need to be able to disseminate content through their organization quickly and effectively. They need clear, centralized hubs where stakeholders can find information and applications. They need modern communication capabilities, from automated email to intranet messaging. And they need to be able to access different segments of their employee base, whether by work group or employee resource group.

Remember—this is the baseline. It's what organizations can expect from out-of-the-box solutions like SharePoint. But as composability becomes more prominent in the DXP space, companies are learning to expect more than the bare minimum. They want to customize their DEXP to fit their company and its culture, and that's where the opportunity lies.

As enterprise-scale organizations begin to recognize the importance of DEXP, employees are bringing higher expectations than ever. Priorities established since the pandemic and Great Resignation—values like community, mission, and connectivity—are now determining factors in where workers go, how long they stay, and how they represent their employers to the world. DEXPs are now standard protocol across industries, it will become more important for organizations to differentiate themselves from competitors through unique and high-performing platforms.

Composability enables organizations to realize this potential for differentiation. And as more brands begin to set themselves apart with the quality of their DEXP, DEXP will become a more integral part of a brand's reputation. How is it unique? How effectively does it improve employees' day-to-day lives? How does it reflect the brand's values? Organizations that fail to answer these questions will struggle to attract and retain talent. Those that do, however, will generate enthusiasm across stakeholder groups. A vibrant DEXP can foster community and drive engagement within and without an organization. Moreover, employees that are proud of their company and its culture are more likely to share positive reviews of the organization on social channels like LinkedIn and Glassdoor. That authentic employee amplification is priceless.

Companies are already learning that DEXP affects their day-to-day efficiency. To succeed in the future, though, they must also view their DEXP as more than a platform or collection of tools—it's an extension of their brand.. Those that do will succeed in the digital workplace of the future.

### Lessons in DEXP Brand-Building

- Sitecore - As a leading DXP provider, Sitecore understands that the digital experience of their employees is a reflection of their brand and their overall mission. As such, they've invested in building a unique DEXP for their organization that their employees can be proud of. Their DEXP is central to their continued success with employee retention and the overall quality of their workplace - they won awards from Comparably across business categories as a Best Place to Work in 2021.
- Golf Town - Canada's leading golf retail location invested in DEXP for employee communications so that teams can connect easily at every level of the organization, from senior executives to frontline workers. As a result, they've been recognized as one of the 50 most engaged workplaces in Canada—the kind of place where people want to work.

## AI for a Headless World

Composability and TX aren't the only new developments in the world of DXP. Right now, we are seeing the convergence of three new capabilities that will dramatically alter the way organizations communicate, with huge ramifications for digital experience.



These technologies will enhance the power of communications professionals to distribute better content more quickly and effectively. And more importantly, they'll make enterprise-scale organizations more aligned and efficient.

The workplace today extends to all platforms. Employees don't sit at a monitor at a desk in an office. They work remotely on all kinds of devices, from their phone, tablets, even wearables. As a result, it's no longer enough to throw information up on a content hub and direct employees to it. Organizations need to meet employees where they are. That's what omnichannel messaging is for. It enables communications teams to deliver particular content to particular groups in whatever medium best fits the message.

Headless web architecture enables omnichannel messaging. For the uninitiated, headless architecture refers to the splitting of the front and backends of a CMS. It allows comms teams to draft content on the backend, then send it out in multiple formats to public-facing channels. This will save time and effort for communications professionals. With a single backend publishing platform that can disseminate to all channels, they can create content with the knowledge that it

will be formatted to best fit its final destination.

Still, to fully reap the rewards of headless architecture and omnichannel messaging, organizations will need a lot of content. That's where generative AI comes in. Two years ago, it would have taken a comms team days, even weeks, to create unique content for every one of an organization's stakeholder groups, then format that content for different channels. Two years from now, AI will be able to do this almost instantaneously. As every major tech and business has noted in the past few months, generative AI is quickly evolving. It's enabling professionals to generate corporate updates, unique culture assets, and more with just a few inputs and clicks. The DXPs of the future will fully realize this potential. In fact, some of them already are.

All this evolution makes it an exciting time for communications professionals and enterprise organizations. Thanks to generative AI and headless CMS architecture, they will be able to deploy true multichannel communications in the coming years. Simple, agile, and iterative: these will be the new standard for DXPs in the years ahead. Smart leaders will work to meet that standard now.



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