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From Basics to Brilliance:
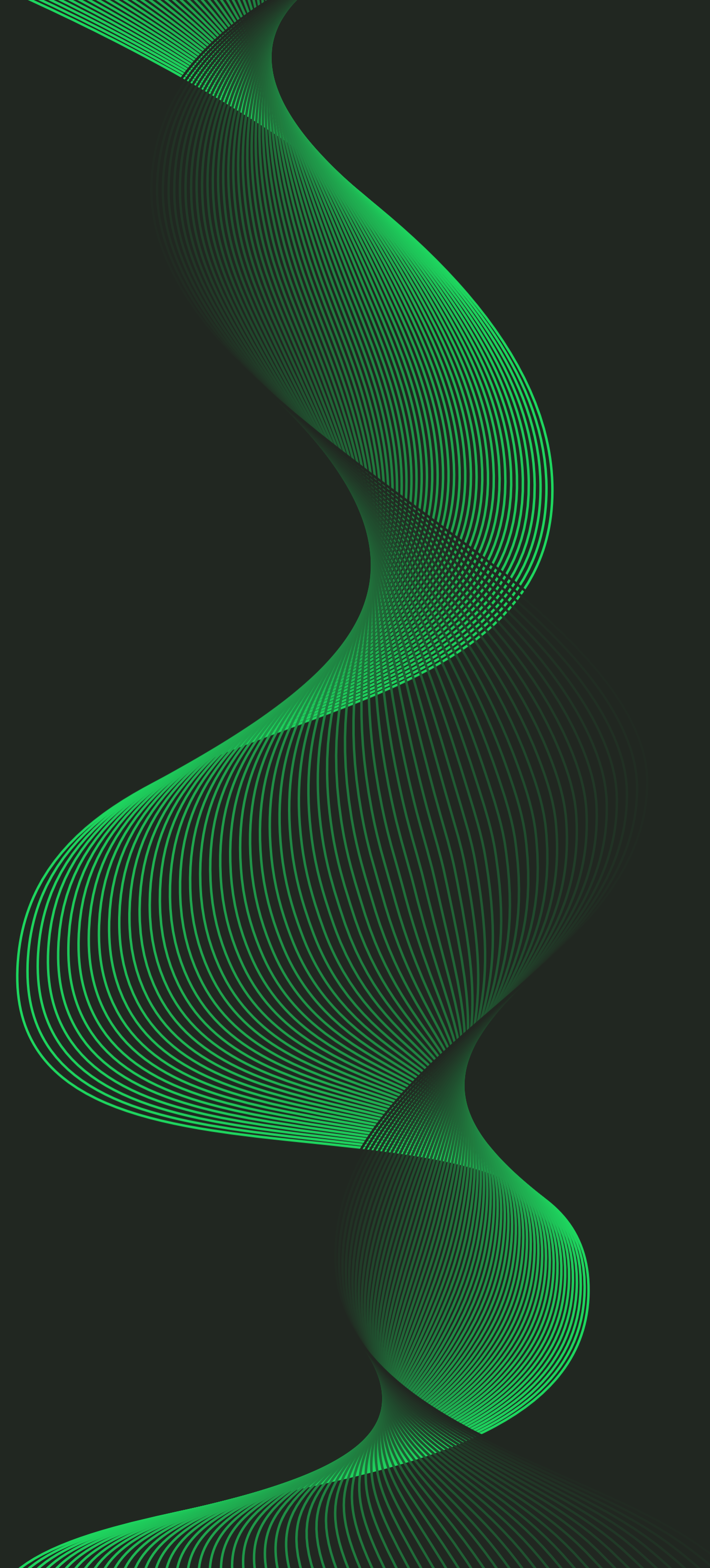
A User Guide to MERGE's DXP Maturity Model

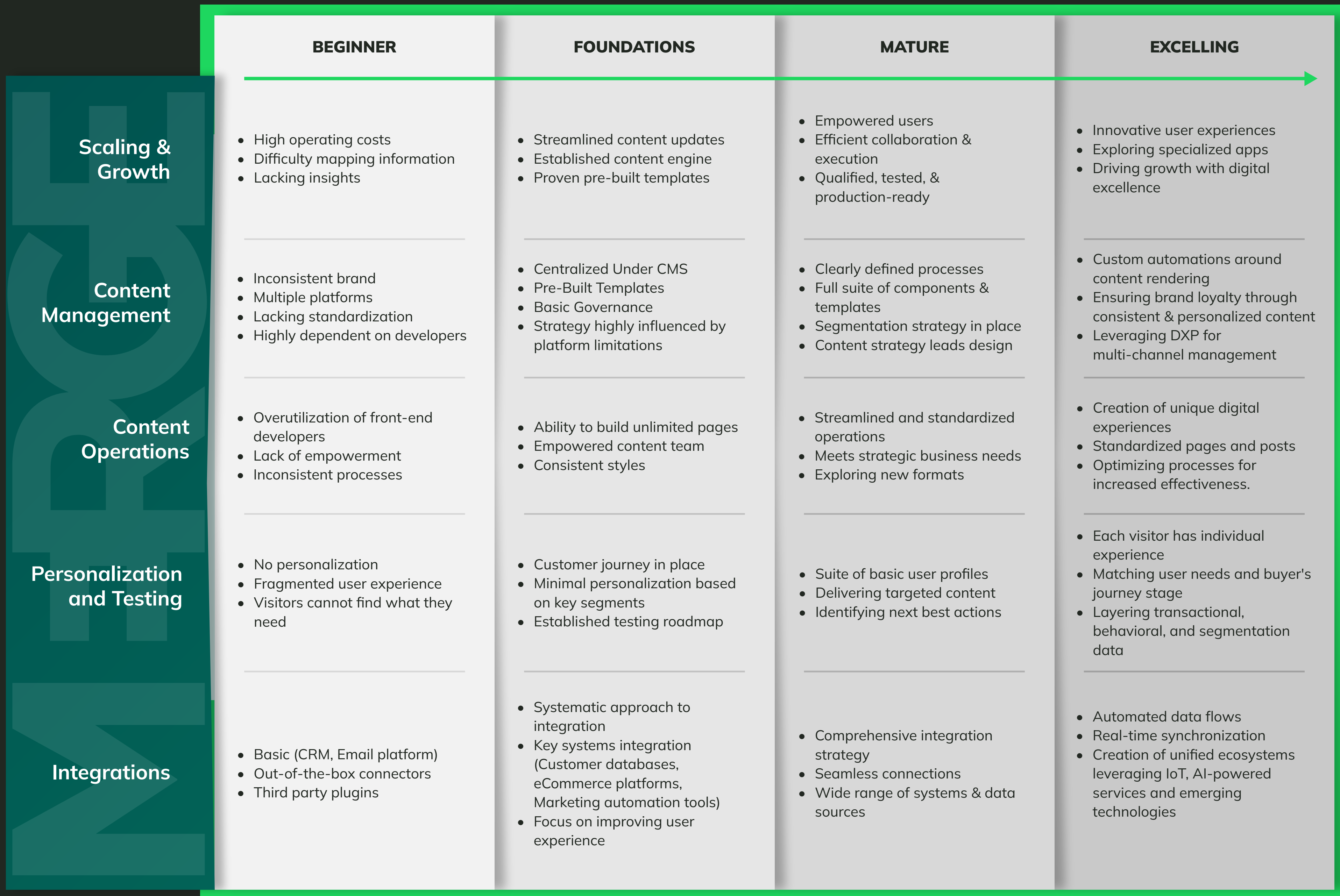MERGE DXP MATURITY MODEL

Where are you on the curve?

A DXP, such as Sitecore, that is is equipped with a comprehensive suite of tools can truly transform the way healthcare providers interact with their patients, enabling them to forge stronger connections, provide seamless user experiences, and ultimately, elevate the quality of care. But only if your organization is able to honestly assess where it currently exists along the web content management maturity curve.

So where exactly does your team reside? And perhaps more importantly, what are the areas of opportunity and next steps you and your team can take to level up digital experience for customers?

With insights from our team of healthcare industry experts, MERGE has developed a DXP Maturity Model to help brands and organizations determine not only where they exist along the maturity curve, but to provide guidance on how they can bolster their offering to the audiences they serve.

DXP MATURITY MODEL

	BEGINNER	FOUNDATIONS	MATURE	EXCELLING
Scaling & Growth	• High operating costs • Difficulty mapping information • Lacking insights	• Streamlined content updates • Established content engine • Proven pre-built templates	• Empowered users • Efficient collaboration & execution • Qualified, tested, & production-ready	• Innovative user experiences • Exploring specialized apps • Driving growth with digital excellence
Content Management	• Inconsistent brand • Multiple platforms • Lacking standardization • Highly dependent on developers	• Centralized Under CMS • Pre-Built Templates • Basic Governance • Strategy highly influenced by platform limitations	• Clearly defined processes • Full suite of components & templates • Segmentation strategy in place • Content strategy leads design	• Custom automations around content rendering • Ensuring brand loyalty through consistent & personalized content • Leveraging DXP for multi-channel management
Content Operations	• Overutilization of front-end developers • Lack of empowerment • Inconsistent processes	• Ability to build unlimited pages • Empowered content team • Consistent styles	• Streamlined and standardized operations • Meets strategic business needs • Exploring new formats	• Creation of unique digital experiences • Standardized pages and posts • Optimizing processes for increased effectiveness.
Personalization and Testing	• No personalization • Fragmented user experience • Visitors cannot find what they need	• Customer journey in place • Minimal personalization based on key segments • Established testing roadmap	• Suite of basic user profiles • Delivering targeted content • Identifying next best actions	• Each visitor has individual experience • Matching user needs and buyer's journey stage • Layering transactional, behavioral, and segmentation data
Integrations	• Basic (CRM, Email platform) • Out-of-the-box connectors • Third party plugins	• Systematic approach to integration • Key systems integration (Customer databases, eCommerce platforms, Marketing automation tools) • Focus on improving user experience	• Comprehensive integration strategy • Seamless connections • Wide range of systems & data sources	• Automated data flows • Real-time synchronization • Creation of unified ecosystems leveraging IoT, AI-powered services and emerging technologies

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Looking to take the next step in upgrading user experience for your audience?

Connect with the professionals at MERGE to help take your DXP to new heights!

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