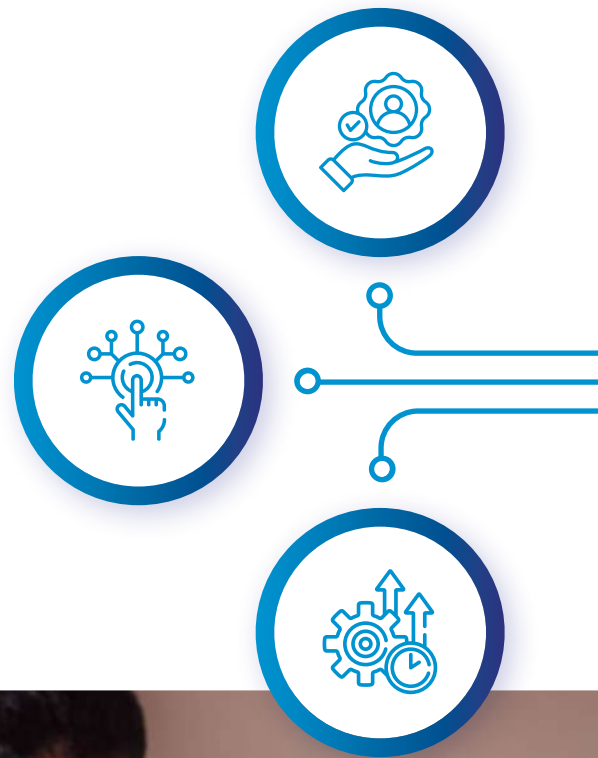**noesis**
an **Altia** Company

Digital Experience Platform Services

Empowering Better Digital Interactions

A **Digital Experience Platform** (DXP) is designed to **orchestrate** and **personalise customer experiences** across **multiple digital channels** by unifying content, customer data and automation tools.

Noesis's DXP Services enable clients to deliver relevant, consistent, connected experiences across web, mobile, and other digital touchpoints.

By combining **content management**, **real-time personalisation**, and **data-driven insights**, we help organisations **increase engagement**, **improve conversion**, and **build long-term customer loyalty**, a key factor in sustained business success.

At Noesis, we offer a comprehensive suite of DXP services, including consultancy, experience design, implementation, and platform support. This ensures our clients receive all the necessary support for their digital transformation journey.

The opportunity: Why your business needs a Digital Experience Platform?

In today's digital-first business landscape, organizations must deliver seamless, personalized experiences across every customer interaction. **Digital Experience Platforms** (DXPs) have become **essential tools**, enabling businesses to **unify content and data**, **personalize customer journeys** in real time, and **drive meaningful engagement** across multiple channels.

Disconnected Customer Experiences Across Channels

Customers interact with brands through various touchpoints like websites, mobile apps, social media, and more. Without a unified system, delivering consistent and personalised experiences across these channels becomes challenging.

Challenges in Measuring and Optimising Digital Performance

Without integrated analytics, tracking the effectiveness of digital initiatives is difficult. This lack of insight impedes data-driven decision-making and the ability to optimise customer journeys for better outcomes.

Siloed Customer Data

Understanding Customer Behaviour is a Key to Effective Marketing. Data often resides in separate systems across departments, leading to fragmented customer profiles. This fragmentation hinders understanding customer behaviour and preferences, making targeted marketing efforts ineffective.

Inflexible Legacy Systems

Traditional content management systems (CMS) may not support the agility required in today's digital landscape. They can be cumbersome to update and may not integrate well with newer technologies, limiting the ability to adapt to market changes quickly.
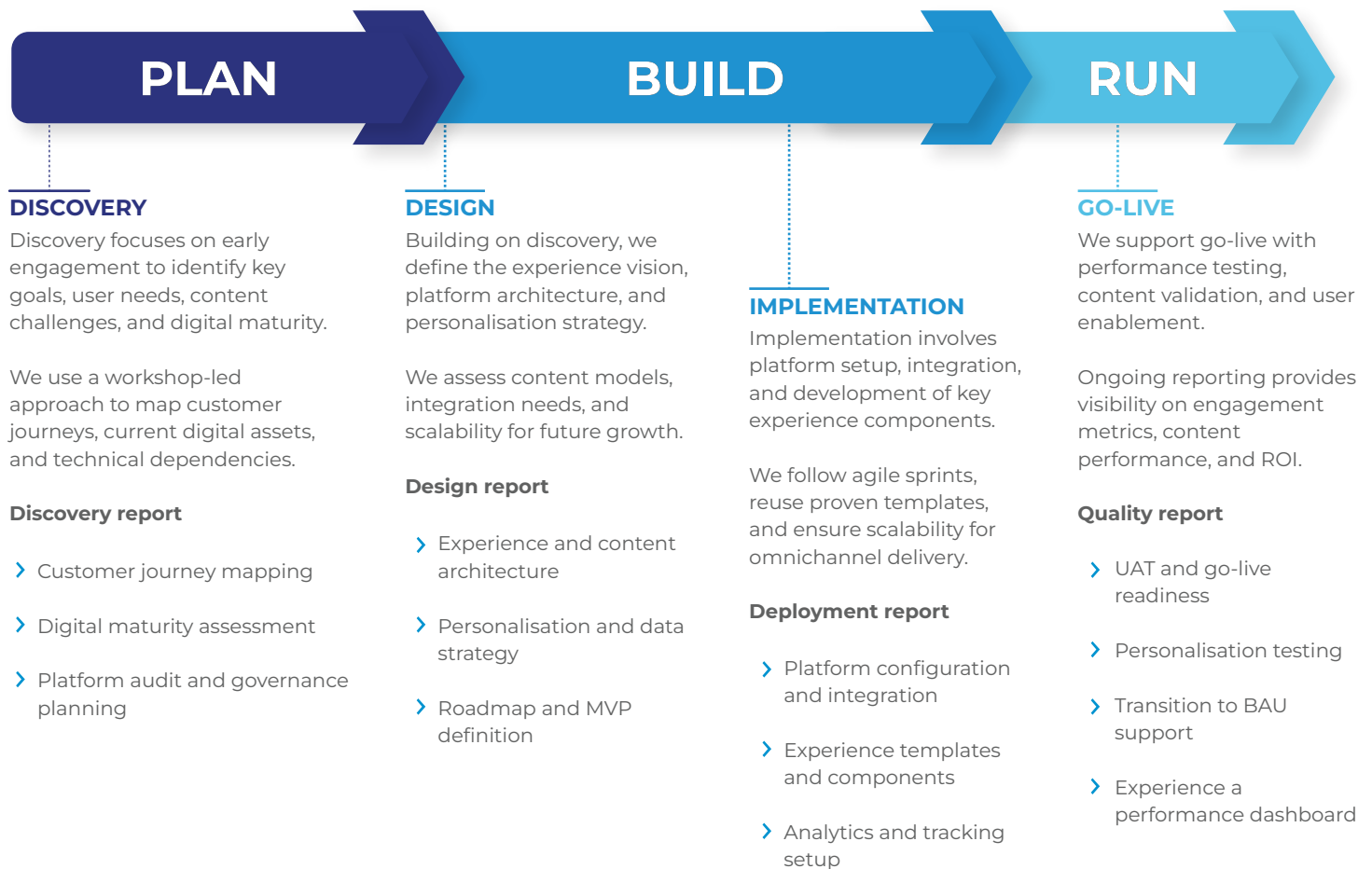
Limited Personalisation Capabilities

Modern consumers expect personalised experiences tailored to their interests and behaviours. Without advanced personalisation tools, businesses struggle to meet these expectations, potentially decreasing customer engagement.

OUR DXP APPROACH

Our structured DXP delivery model provides a comprehensive framework for defining the right strategy and prioritization approach to identify where to begin. Noesis collaborates closely with clients to understand their unique requirements, leveraging our experience and existing toolsets to identify and deliver optimal solutions. With an extensive library of past projects, we can reuse or tailor our standard processes and plans to highlight and prioritize key focus areas and dependencies, ensuring smooth delivery within required timescales.

We assist organizations in scaling their DXP implementations effectively.

PLAN → BUILD → RUN

DISCOVERY

Discovery focuses on early engagement to identify key goals, user needs, content challenges, and digital maturity.

We use a workshop-led approach to map customer journeys, current digital assets, and technical dependencies.

Discovery report

> Customer journey mapping

> Digital maturity assessment

> Platform audit and governance planning

DESIGN

Building on discovery, we define the experience vision, platform architecture, and personalisation strategy.

We assess content models, integration needs, and scalability for future growth.

Design report

> Experience and content architecture

> Personalisation and data strategy

> Roadmap and MVP definition

IMPLEMENTATION

Implementation involves platform setup, integration, and development of key experience components.

We follow agile sprints, reuse proven templates, and ensure scalability for omnichannel delivery.

Deployment report

> Platform configuration and integration

> Experience templates and components

> Analytics and tracking setup

GO-LIVE

We support go-live with performance testing, content validation, and user enablement.

Ongoing reporting provides visibility on engagement metrics, content performance, and ROI.

Quality report

> UAT and go-live readiness

> Personalisation testing

> Transition to BAU support

> Experience a performance dashboard

Success stories

SCALING UP OUTSYSTEMS DIGITAL EXPERIENCE THROUGH A NEW WEBSITE

Noesis revamped OutSystems website using Sitecore technology, a powerful Digital Experience Platform (DXP) that helped OutSystems to deliver an improved customer experience.

In four months, Noesis' team worked on the website transformation with the technology of Sitecore. The plan was to standardize a scalable platform for multi-channel, global reach, localized content, micro-sites, and A/B testing.

BOOSTING THE INSURANCE COMPANY'S DIGITAL EXPERIENCE WITH SITECORE

An insurance company's website is the main channel for conversion and needed to be replaced with a solution that would allow the marketing team to operate autonomously and advance the organization's digital strategy.

As a result sales have increased by 20%, driven by customizable content and a scalable, cloud-based website that ensures quick response and adaptability. SEO optimization has improved organic search performance, contributing to campaign savings. The marketing team now manages content autonomously, reducing IT dependence. This has led to more visitors, greater brand awareness, and higher conversion rates.

POWERING A LEADING INSURANCE COMPANY'S RELATIONSHIP ENGAGEMENT

Insurance company websites for customers and partners are the main channels for conversion and needed to be replaced by a solution that could allow the marketing team to enhance agent and customer lead conversion and move forward with the organization's digital strategy.

The website was developed on the Sitecore Platform, using a set of complementary technologies, such as Microsoft Azure, the OutSystems platform, and Sitecore resources (namely SXA and FXM). The project included a consulting approach to ease the platform adoption and used the SBOS model for business optimization.

SPEEDING UP INSURANCE COMPANY CONTENT PUBLISHING WITH SITECORE

Insurance company website for customers is the main channel for conversion and needed to be replaced by a solution that could allow the marketing team to cut down publishing cycle time and adapt quickly and autonomously to the market's rapid changes and demands.

The website was developed on the Sitecore Platform and the content publishing cycle is now hours instead of days, enhancing customer satisfaction and retention. Improved site scalability, security, and performance, along with customizable content, boost the customer experience. SEO optimization aids campaign savings, while image renewal, personalization, and A/B testing increase page views and conversions. The marketing team enjoys greater autonomy.

INCREASING CUSTOMER ENGAGEMENT AND CREATING UNIQUE EXPERIENCES THROUGH PERSONALIZATION WITH SITECORE

A banking and finance company believes that personalisation is the key to creating unique experiences. To provide a more personalised and engaging experience for its customers, the banking and finance company has partnered with Noesis, a Sitecore specialist, to develop a new website that improves access to information and self-service features.

Sitecore provides marketers with comprehensive digital marketing tools – combining customer data, analytics, machine-learning generated insights, and marketing automation — fostering powerful personalized experiences across any channel in real-time.

Why Noesis?

We collaborate on a tailored digital experience strategy and meticulously plan, build and run all phases of DXP delivery, from discovery and design to implementation and optimisation.

We provide DXP consultancy, experience design, technical implementation and ongoing support, helping organisations deliver connected, personalised experiences that scale.

STRONG POOL OF SCALABLE SPECIALISED

Our team comprises multi-skilled professionals with deep domain expertise in digital experience technologies. We combine technical proficiency with strategic insight to deliver tailored DXP solutions that drive meaningful customer engagement.

GLOBAL PRESENCE

Presence in Portugal, Spain, Ireland, the Netherlands, Brazil, the USA and the UAE to support global requirements.

ABILITY TO DELIVER

- RPA Proof of Concepts
- Digital Experience Platform (DXP) Proof of Concepts
- Digital Maturity Assessment for Experience Transformation
- Experience in Operating Model design
- Personalisation and Data Readiness Assessment and Roadmap
- Platform support and optimisation
- Journey mapping, use case design and content strategy
- Identification of business and customer experience benefits
- Established prioritisation approach to define where to start

DXP Impacts in some of our clients...

DIGITAL SERVICES

- 5.8% increase in pages viewed per session
- 8.7% longer session duration
- 34% faster server response time
- 12% reduction in content load time

CONSUMER DIGITAL

- 98% reduction in content publishing cycle time
- 3× faster time-to-market for campaigns
- 40% drop-in bounce rate with personalisation
- 25% increase in repeat visits

BANK/ INSURANCE RESOURCES

- 20% increase in online sales
- 2× faster campaign activation
- 100% marketing team autonomy, zero IT dependency
- SEO-led improvements cut campaign costs by 30%