Medallia

AI-Powered Scoring for a Holistic View of Digital Experience

Think of DXS as your inside scoop on every customer's online experience. It's a rules-based score that shows you exactly where your digital experience is working — and where it's not. While most metrics leave you guessing, DXS gives clear insights into the biggest opportunities for growth across your website or app. Built on data science, it tracks five key aspects of user experience and turns them into an actionable score, helping you improve engagement, solve issues fast, and keep customers coming back.

The Five Pillars That Make Up DXS

The DXS score is built on five key pillars that capture critical aspects of a digital experience, giving teams insight into areas that matter most to users:

Engagement
Measures how well users engage with the content and achieve their goals on your site

Technical
Tracks the quality of a user's experience by identifying any technical issues or errors

Frustration
Identifies any moments where users encounter issues or struggle with functionality
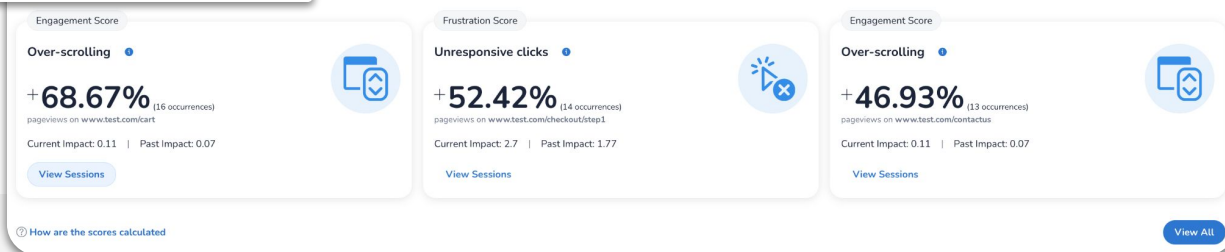
Form
Evaluates the effectiveness of forms that users interact with, like checkout or signup forms

Navigation
Measures how easy it is for users to navigate and find what they need across pages

Highest Impact Experience Issues

Engagement Score	Frustration Score	Engagement Score
Over-scrolling	Unresponsive clicks	Over-scrolling
+68.67% (16 occurrences)	+52.42% (14 occurrences)	+46.93% (13 occurrences)
pageviews on www.test.com/cart	pageviews on www.test.com/checkout/step1	pageviews on www.test.com/contactus
Current Impact: 0.11 | Past Impact: 0.07	Current Impact: 2.7 | Past Impact: 1.77	Current Impact: 0.11 | Past Impact: 0.07
View Sessions	View Sessions	View Sessions

How are the scores calculated   View All

Dive into Digital Experience from Multiple Angles

Session DXS	Gives a complete view of each individual session, showing how your website or app performs for each customer. Session DXS tracks all five pillar scores, helping you understand both the overall digital property experience and individual journeys.
Page DXS	Focuses on individual pages or groups of pages, measuring how effectively each one supports users' needs. This level pinpoints specific user behaviors and highlights issues in real time so teams can dive deeper and resolve them quickly.
Real-Time DXS	Monitors user interactions live, identifying issues as they happen. Real-time DXS can trigger actions — like a help message or promotional offer — when certain thresholds are met, helping teams address customer needs in the moment.

Seamlessly Integrate DXS Into Your Workflows for Strategic Decision Making

Applications of DXS

Track Long-Term Performance
Use Session DXS as a high-level metric to monitor your digital performance over time.

Identify Key Journey Improvements
Analyze digital journey paths with DXS insights to model optimized paths for improving the customer journey.

Spot Low-Performing Pages
Use Page DXS scores to find and fix underperforming pages and make data-driven recommendations.

Segment for Deeper Insights
Use Session DXS to create user segments and identify patterns across billions of interactions.

Enable Predictive Modeling
Leverage DXS insights to empower AI teams with the data needed for building predictive and financial models for larger operational outcomes.
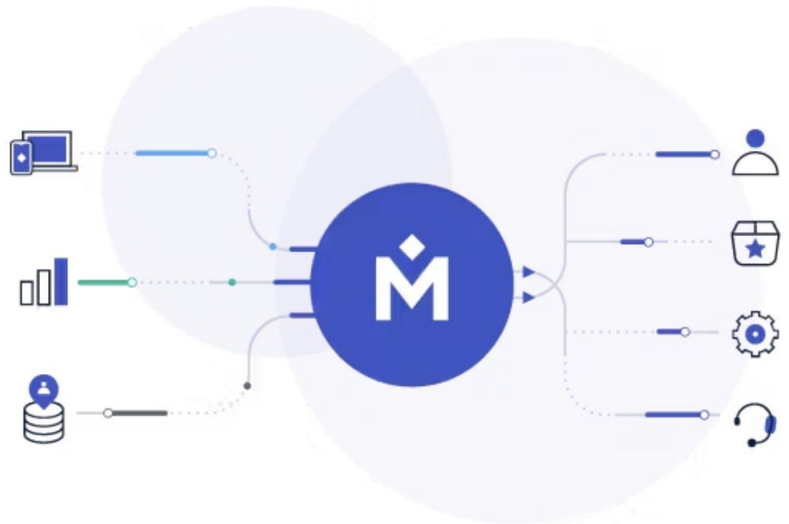
Real World Results

Nissan needed a tool that optimized customer journeys form conversions across their various geo-specific websites.

Results:

32.5%
Increase in customer pre-sales form completion rate

86%
Improvement in vehicle selection form completion rate

> We use Medallia DXS as one of our performance indicators to measure and benchmark experience quality... It helps us better understand a user's digital body language, which allows us to create more meaningful and authentic experiences.

SENIOR MANAGER, GLOBAL CX OPTIMIZATION LEAD

Medallia   **Get a Demo Today ➜**