

Tavant Digital Experience (DEX) Framework

Are you DEX ready?



Know Your DEX Quotient

An objective analysis of over **200+** performance parameters determines the DEX Quotient for lenders.

Tavant's Digital Experience (DEX) Framework provides a digital analysis and benchmarking of your marketing, acquisition, and execution capabilities. The assessment analyzes publicly available data and questionnaire-based surveys to assess the strengths and gaps in your organization's go-to-market and conversion strategies and results.

What DEX means to Mortgage Players?



A quotient to rely on for simplified end-to-end digital journey for customers



Insights on channel maturity (like broker's digital readiness) and need to adjust strategies



Understanding of data driven readiness to personalize offers



Identifying digital experience gaps to improve trust factor

Tavant's DEX Framework



Setting the Digital Vision

- > Mapping strategic goals to digital goals
- > Identification of KPIs and target setting



Stakeholder Analysis

- > Data and research driven stakeholder journey maps



Strategic Capability Roadmap Development



Competitive Assessment and Benchmarking

- > Digital maturity assessment
- > Digital experience assessment



Current State Evaluation Process

- > Technology assessment



Business Case Development

Assessment Criteria

- > Channel marketing maturity
- > Acquisition effectiveness
- > Marketing operations maturity
- > Analytics and decisioning
- > Technology maturity
- > Organization readiness

Benefits

- > Provides an overview of the consumer marketing and acquisition capabilities
- > Enables the analysis of the competitive landscape to understand strategies and best practices
- > Provides a prioritized investment roadmap which is tied to clear strategic goals
- > Identifies gaps in the digital strategy and charts a path to enable a digital mortgage experience

