



No experiment, No impact

Experimentation Heroes

Category Experimentation Culture





Chantal van de Veen - Velseboer

Product Manager Experimentation

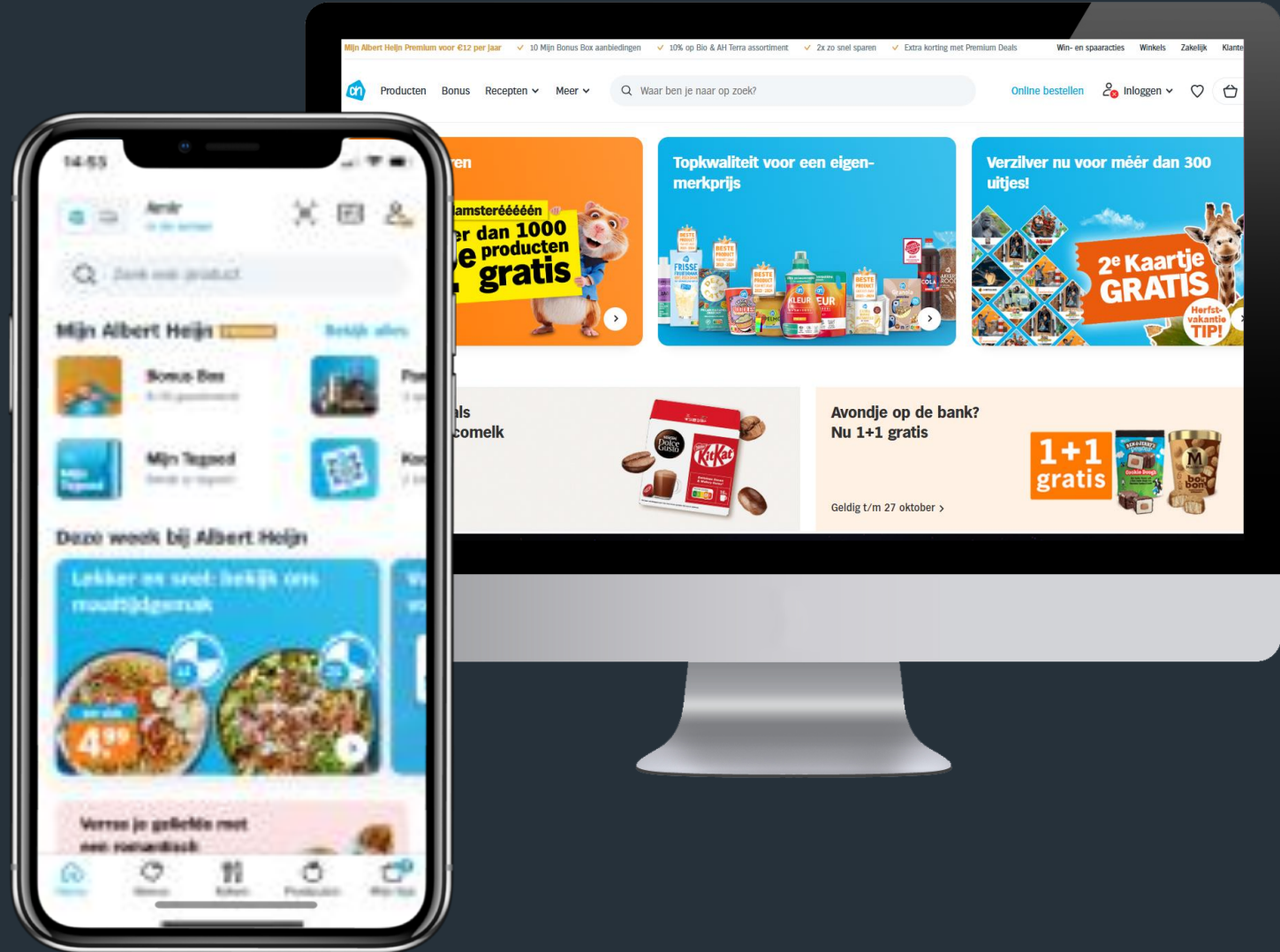


Sjors van Essen

Experimentation specialist



Introduction





Experimentation mission

Our mission

**Making digital
experimentation
accessible for
everyone**



Our vision

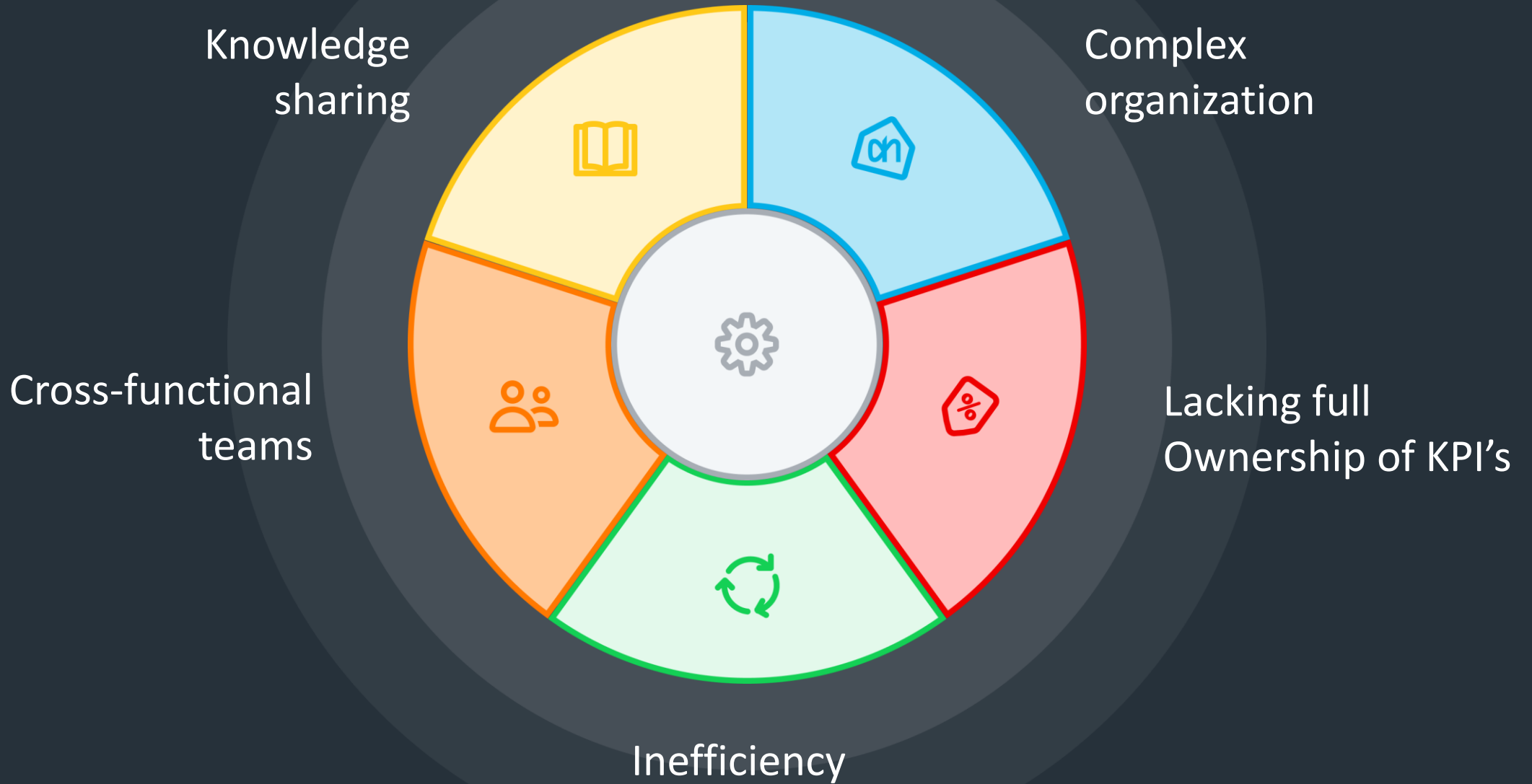
Creating a culture of data-driven decision making where experimentation is applied to deliver the optimal omnichannel customer journey



Don't fly blind



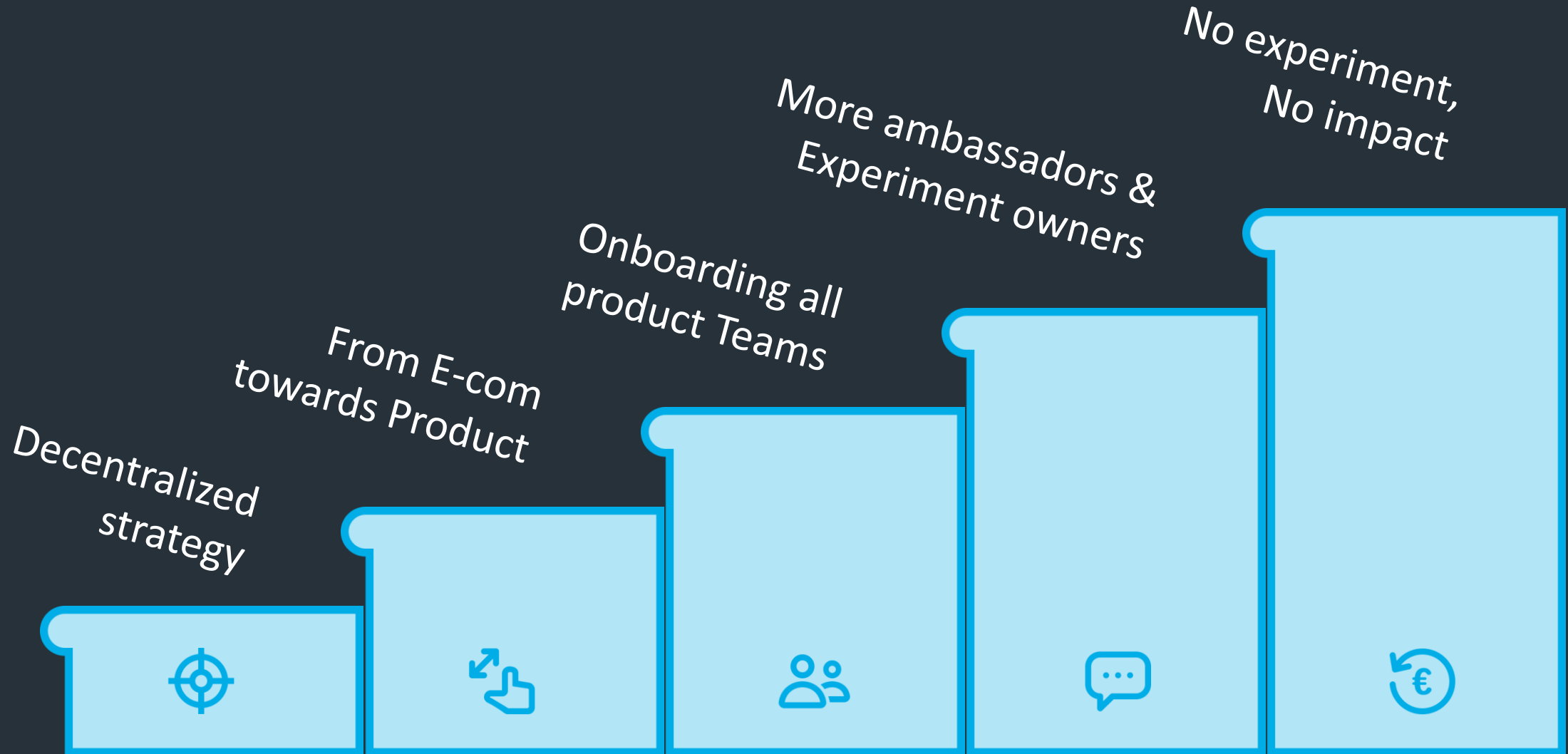
Before situation - Our challenges





Before situation - Our challenges







1. Process & Methodology

Experimentation process



Cross-functional teams



Experimentation
Roadmap



- ❖ Fundamentals
- ❖ Automate
- ❖ Culture



2. Data & Tools

Tools



Airtable



SITESPECT

Meta-analysis



Dashboarding



- ❖ Financial impact
- ❖ Data quality
- ❖ Experimentation Program



Culture change

3. People & Skills

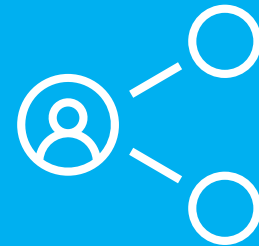
Psychology workshops



Trainings



Experimentation
Ambassadors





Culture change

4. Inspiring & motivating colleagues

Monthly Newsletter



Maturity sessions





After situation

Cultural shift

Cross-Functional
Collaboration

Inspiration and
Engagement

Scope
broadened

Business impact





**Thanks for
your attention!**

Questions?

