

New CX blog: Build better customer experiences with a digital performance context

Hey Dynatracers,

There's a great chance you've seen an article or two from our subject matter experts over on the [about:performance](#) blog. If you like what you've seen, then we have some good news for you! There's another great Dynatrace blog — the [about:digital customer experience](#) blog — that is now available for your reading pleasure.

This new CX blog maintains the same editorial and educational quality you've seen on the APM blog but for a less technical audience. Follow the CX blog to learn about building better customer experiences with digital performance context. Topics include design, development, strategy, measurement & analytics and general CX best practices. If the topics aren't in your area of interest, consider sharing them with your Digital Marketing or Executive co-workers to get them up to speed on the world of CX and performance.

Thanks for reading!

The Dynatrace Social team

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PS- We're always looking for excellent guest authors. Please let us know if you're interested.


[about:digital customer experience blog](#)

About: Digital Customer Experience
Building better customer experiences with digital performance context.

Home Design Development Strategy Measurement & Analytics Best Practices

May 10, 2016 by [Howard Wilson](#) — [Leave a Comment](#)

How fast is 'fast enough?'




Customer experience has been billed as the single biggest focus for businesses this year by the likes of Adobe, Gartner, and about a billion digital consumers. And the speed of our websites and applications is a core experience metric that many big ... [\[Read more...\]](#)

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April 26, 2016 by [Ryan Bateman](#) — [Leave a Comment](#)

What Happens with 200 CDOs in a Room



I had the opportunity to attend the Chief Digital Officer Global Forum in NYC last week and was impressed by the major brands representing a very serious focus on transforming deeply and digitally to create better experiences for their customers. Not ... [\[Read more...\]](#)

Filed Under: [Strategy](#) Tagged With: [Digital Disruption](#), [Digital Transformation](#)

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