

XLA Institute Releases Groundbreaking 'State of XLA 2025' Report

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Report and Introduces Dynamic Experience Management Framework

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*Alan Nance, Vice President
Experience Advocacy*

- Nearly 70% of organizations plan to adopt Experience Level Agreements in 2026
- XLA implementation expanding rapidly across non-IT business units
- Brazil emerges as one of the leaders in experience management

The XLA Institute today announced the release of "State of XLA 2025," the first comprehensive, global industry report examining the current landscape and future trajectory of Experience Level Agreements (XLAs).

This landmark publication combines extensive survey data, in-depth interviews, and real-world case studies

to provide organizations with critical insights into the rapidly evolving XLA movement. The report is available for download at <https://xla.institute/state-of-xla-2025-download/>.

Experience Becomes Strategic Imperative

The report reveals a fundamental shift in how organizations approach experience measurement and management. "We're seeing that organizations are finally treating experience as a strategic imperative," says Alan Nance, VP Experience Advocacy at XLA Institute. Traditional Service Level Agreements (SLAs) and operational KPIs are being reimaged rather than discarded, with experience moving from a peripheral metric to a central design focus.

Alan Nance, VP Experience Advocacy at XLA Institute: "In 2023, Gartner positioned XLA at the peak of inflated expectations in their hype cycle. We are pleased to report that our State of XLA-2025 findings demonstrate the industry is now progressing toward mature, solid implementations being deployed around the globe."

XLAs Expand Beyond IT Departments
One of the report's most significant findings is the expansion of XLA adoption beyond traditional IT departments. Healthcare, education, and finance sectors are increasingly implementing XLA frameworks, demonstrating the universal applicability of experience-focused approaches across industries.

Introducing the Dynamic Experience Management Framework (DEMF)
Alongside the report's release, the XLA Institute is proud to introduce the Dynamic Experience Management Framework (DEMF) – a major advancement in experience management methodology. DEMF consolidates and evolves the Institute's previous work, including the Experience Optimization Framework, ITXM and XLA Design Method, into a dynamic, modular approach developed in collaboration with industry partners for managing and measuring experience at scale.

Academic Backing and Industry Standards Drive Maturation

The report highlights the XLA movement's rapid maturation, supported by academic research and the emergence of industry standards such as NEN and ISO frameworks. These standards, co-developed through collaboration between industry and academia, demonstrate the power of shared progress in advancing the field.

Real-World Impact and Honest Assessment

"State of XLA 2025" doesn't shy away from implementation challenges, acknowledging that budgets remain tight, organizational change is difficult, and specialized skills are in high demand. However, the report documents substantial returns on investment, including improved business outcomes, increased employee engagement, enhanced customer satisfaction, and renewed organizational purpose.

Comprehensive Resource for All Experience Levels

The report serves organizations at every stage of their XLA journey, from those encountering the concept for the first time to experienced practitioners managing complex experience dashboards. It provides validation for current directions, learning opportunities from both



The current and future status of Experience Management

successes and failures, and encouragement for continued progress.

"Learning together is far more effective than reinventing the wheel in splendid isolation," says Arie Langerak, Co-Founder XLA Institute, emphasizing the collaborative spirit that drives the XLA movement forward.

Industry Leaders Support XLA Institute & State of XLA

From its inception, the XLA Institute has been backed by industry leaders, including CGI, Computacenter, Getronics, HappySignals, Kyndryl, Nextthink, onITnow, SCC, Simac, Unisys and XLABS. These Founding Members have played a crucial role in contributing to the "State of XLA 2025" report, providing real-world insights, vision, and validation that make this landmark publication possible.

About XLA Institute

The XLA Institute is an open platform that enables front-runner organizations in the emerging field of Experience Management (XM). It is driven by organizations that care about the impact of their digital services on their customers and end users. The membership is open to end-user organizations, their partners and providers, and other parties in the Experience Management ecosystem. Together, we develop and promote the effective adoption of principles and practices related to XM, XLA, and the ongoing development of the XLA Framework. www.xla.institute

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