

CUSTOMER EXPERIENCE MATURITY MODEL

SIMPLE

STRATEGIC VALUE



INITIATE

At this first step organizations have a "brochure site" presence on web, with email campaign capabilities and web analytics in place.

RADIATE

Focus is to distribute content across channels, starting with the most used channels, such as establishing a mobile site and sharing content on social networks.

ALIGN

Organizations begin to align digital initiatives with strategic objectives, where digital focus are shifting towards archiving Strategic goals.

OPTIMIZE

Focus is to optimize digital initiatives, which is initiated by blending measurement, where analytics is used for actionable insights with execution by optimization initiatives, such as testing and personalization.

NURTURE

Putting the customer in focus and build strong relationship, through automated trigger based dialogue, where relevant conversation happens in preferred channels.

ENGAGE

Establish the data infrastructure, connecting online & offline customer repositories into a central data hub, where customer profile data can be accessed and used real time for relevant 1:1 dialogue cross channels.

LIFETIME CUSTOMERS

Use intelligence and predictions to optimize cross channel customer experience, by anticipating the needs of the customer and timely initiate relevant 1:1 dialogue.

ATTRACT

CONVERT

ADVOCATE

MATURITY