

# CX Maturity Assessment incorporating CX Maturity Benchmark

Three maturity levels across seven critical CX competencies – with global benchmarks

## What we do

- A **framework** to facilitate the transition from delivering randomised experiences, through to intentional and, eventually, differentiated customer experiences
- **Detailed views and explanations** of the capabilities required to transform CX
- **A clear path (using a modular based approach)** to move through maturity levels by competency
- Unique, simple and intuitive **assessment model** which you can use to **benchmark** your current CX efforts
- Easy to use matrix enabling you to **track progress**
- A **common language** helps infuse customer-centric practices into the fabric of your organisation.

## CX Maturity Benchmark

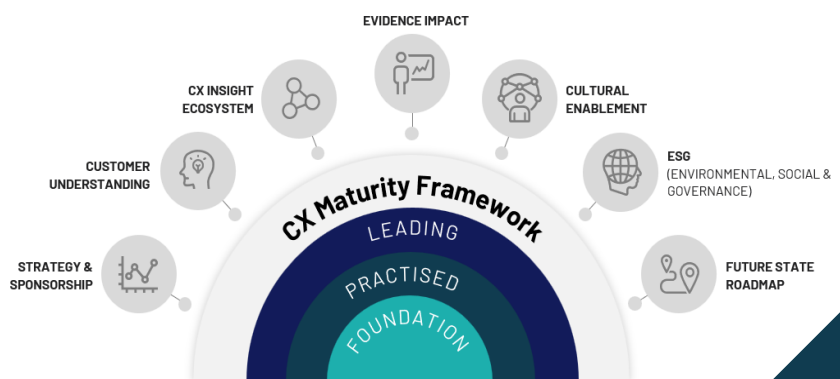
Covers 44 countries and 10 sectors.

A holistic, pragmatic and systematic approach to rally and align your whole organisation to deliver transformational CX

## Why Maturity Assessment?

1. Robust framework developed by Ipsos CX subject matter experts, with end-client expertise
2. Quantify with a formal maturity assessment where your organisation 'sits' on the framework and a workshop to understand the 'whys' and 'what's next'
3. Our modular CX Advisory Services are aligned with the framework so you can easily find the most relevant and targeted solutions to support your CX transformation.

Only 17% of organisations have reached 'CX leader' status, according to our new global CX Maturity Benchmark

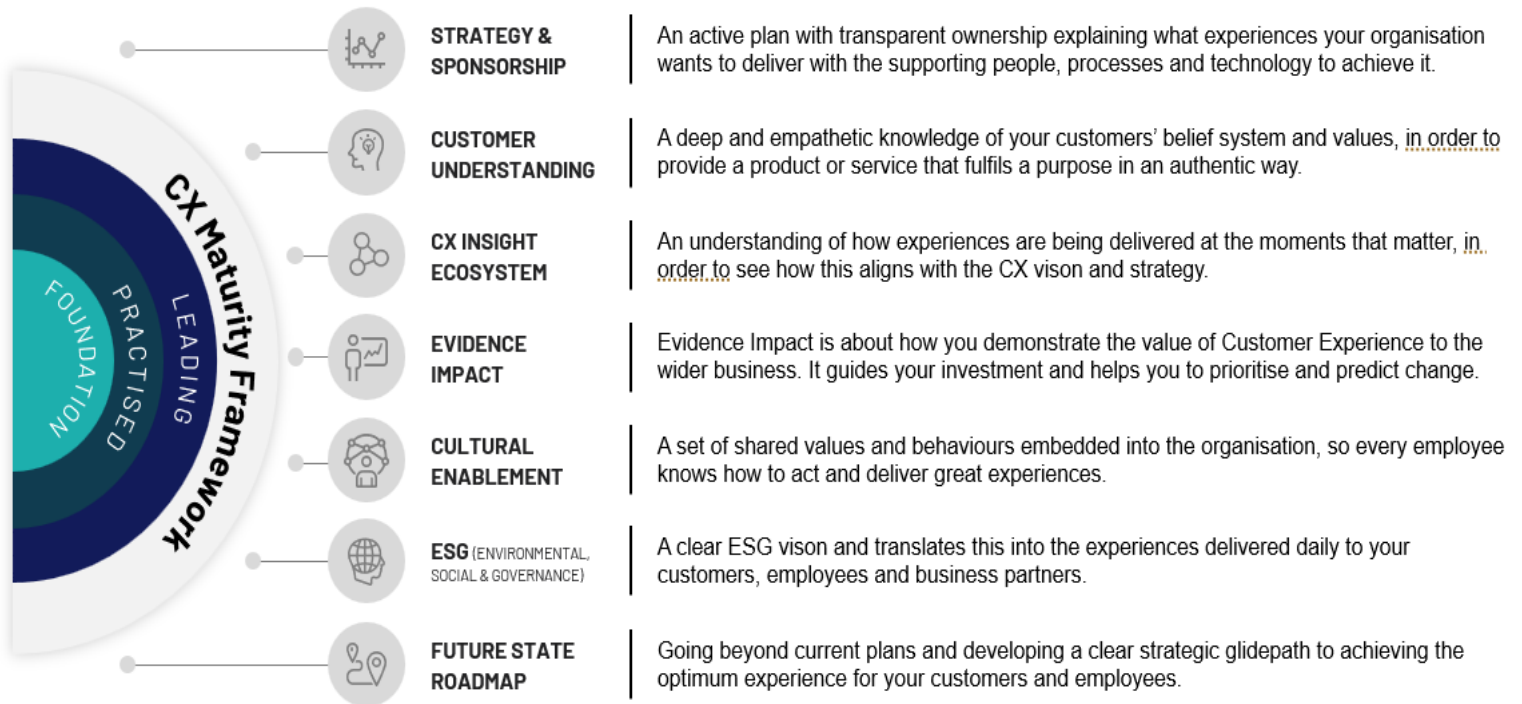


For more information  
please contact:

Stephane Sanchez  
Stephane.Sanchez@ipsos.com

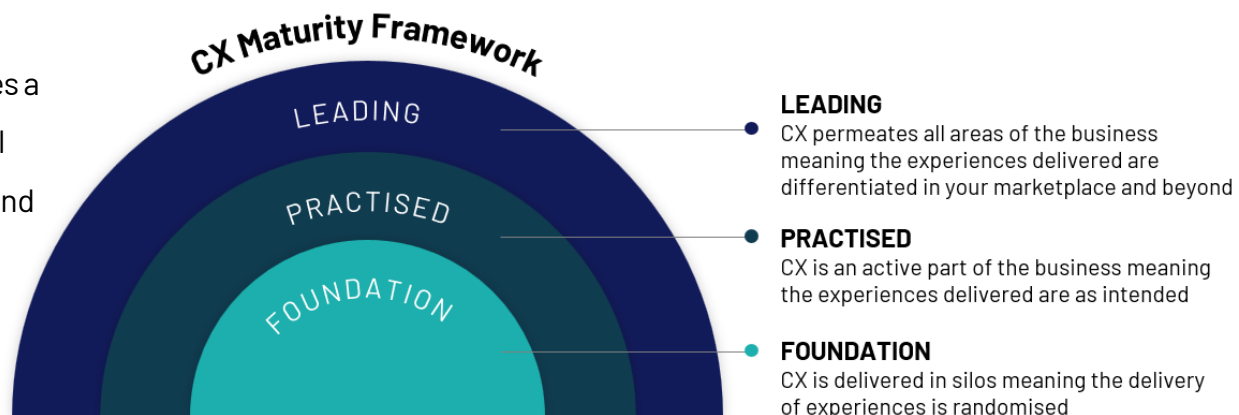
Ipsos CX helps organisations at all levels of maturity by unlocking cost efficiencies, increasing cross-sell and upsell from the existing customer base, and attracting/converting more new customers to deliver a Return on CX Investment (ROCXI).

## Seven foundational competencies to drive forward CX



## ... Assessed at three maturity stages

The framework provides a common organisational language. It's the map and compass to guide your company towards CX transformation.



For more information please contact:

**Stephane Sanchez**  
Stephane.Sanchez@ipsos.com