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.

For more information please contact:

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A holistic, pragmatic and systematic

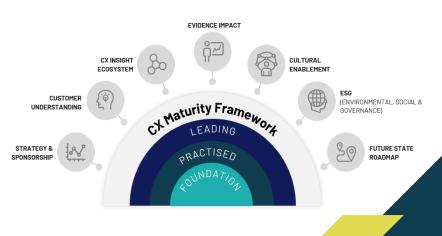
approach to rally and align your whole

organisation to deliver transformational CX

Why Maturity Assessment?

- 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



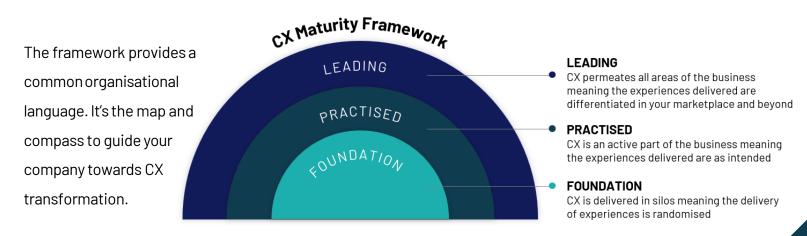
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Ipsos CX helps organisations at all levels of maturity by unlocking cost efficiencies, increasing cross-sell and upsell from the existing customer base, and attracting/converting more new customers to deliver a Return on CX Investment (ROCXI).

Seven foundational competencies to drive forward CX

CA Maturity Frameno CA Maturity Frameno PRACTISED NUNDATOR		STRATEGY & Sponsorship	An active plan with transparent ownership explaining what experiences your organisation wants to deliver with the supporting people, processes and technology to achieve it.
	$\langle \hat{\varphi} \rangle$	CUSTOMER UNDERSTANDING	A deep and empathetic knowledge of your customers' belief system and values, in order to provide a product or service that fulfils a purpose in an authentic way.
	- <u>%</u>	CX INSIGHT ECOSYSTEM	An understanding of how experiences are being delivered at the moments that matter, in order to see how this aligns with the CX vison and strategy.
	- ñ~	EVIDENCE IMPACT	Evidence Impact is about how you demonstrate the value of Customer Experience to the wider business. It guides your investment and helps you to prioritise and predict change.
	- 8	CULTURAL ENABLEMENT	A set of shared values and behaviours embedded into the organisation, so every employee knows how to act and deliver great experiences.
		ESG (ENVIRONMENTAL, SOCIAL & GOVERNANCE)	A clear ESG vison and translates this into the experiences delivered daily to your customers, employees and business partners.
-	20	FUTURE STATE Roadmap	Going beyond current plans and developing a clear strategic glidepath to achieving the optimum experience for your customers and employees.

... Assessed at three maturity stages



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