

LITMUSWORLD



The
POSITIVITY
Company

CX MATURITY ROADMAP

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Introduction

Every CX professional wants to achieve CX excellence across their organisation. The key is to climb the CX Maturity ladder, one step at a time. While you start this journey, it is important to know that this will be a company-wide commitment and every employee will need to be sensitized about the importance of delivering superior customer experience.

10 pillars that impact your CX Maturity levels

1. Leadership	Leaders and employees fully engage with each other in a continuous CX dialogue based on a collaborative culture.
2. Culture & Values	People in the organization truly live the CX Vision & Mission while interacting with customers and each other.
3. Strategy & Planning	CX strategy drives critical organisational decisions and a continuous improvement planning process.
4. Alignment	All functions are aligned with CX strategy, and organisational alignment is continuously improved.
5. Performance Measurement	Our CX measurements are comprehensively used and routinely revised to deliver continuous improvement.
6. Technology Adoption	Customer feedback is received and responded to in real-time.
7. Performance Management	Organisational CX culture is measurement and accountability focused.
8. CX Orientation	Employees are empowered and trained, and a formal process exists for service delivery.
9. Impact Assessment	Building the linkage between NPS® and revenue growth.
10. Sustainability	Strategic thinking and management are embedded in the culture of the organisation.

LEVEL1 INITIATE

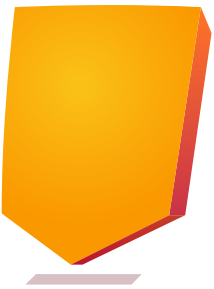


When it comes to delivering CX outcomes, you're just getting started on the long journey of continuous improvement. While there is a theoretical understanding of why CX is important, there is a lack of championship within the organization, leading to customer experience being deprioritized over "business-as-usual" operations.

Here's how you can climb the ladder from here!

- Get buy-in at the top level for the need to improve CX.
- Identify CX champions at different organizational levels.

LEVEL2 DISCOVER

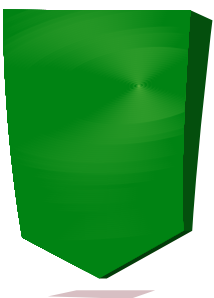


As an organization, you are taking some steps to understand the needs of your customers. Customer experience is being measured in some shape or form in key customer facing departments, however the focus is on capturing and reporting customer feedback for periodic analysis. Moreover, the measurement is unstructured and differs across different lines of business.

Here's how you can climb the ladder from here!

- Cross functional collaboration; involve operations at different touchpoints and assess key pain points in delivering great CX.
- Structured mechanism to capture and record customer feedback.

LEVEL3 ADOPT



You have a uniform organization-wide process to measure customer experience, systematically capturing experiential data across the customer journey. However, there is a lack of direct ownership and accountability on scores, leading to a lack of control over the defined measures.

Here's how you can climb the ladder from here!

- Build CX into the KPI of key employees, starting at the top.
- Communicate with employees/frontline on how to best improve CX.
- Structured and formal process to manage detractors.

LEVEL4 OPTIMISE

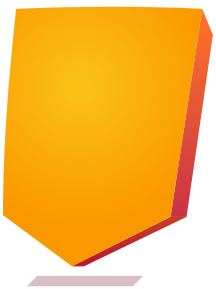


You have moved beyond simply measuring customer feedback to actually close looping with customers on their experience. Accountability for CX outcomes exists at all levels within the organization, and employees at all echelons are adopting a customer-centric mindset in their daily operations.

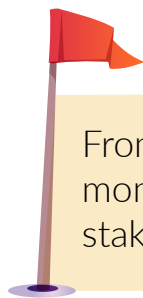
Here's how you can climb the ladder from here!

- Communicate wins within the organization; identify frontline CX champions.
- Build linkages with internal revenue/cost metrics.

LEVEL5 ACCELERATE



There exists a strong customer-centric culture within the organization, with customer experience metrics playing a key role in organizational decisions. CX metrics are closely linked to business outcomes (revenue increase/cost savings) and most importantly, employees in your organization are living the values of real-time measurement, data-driven action and continuous improvement.



From this level onwards, you can only keep building on the momentum across your frontline employees and internal stakeholders of the CX programme.

To help you assess the readiness of your CX initiatives, experts at LitmusWorld and The Positivity Company have carefully designed a CX Maturity Assessment. This will help you understand where you currently are and where you want to be through our CX Maturity Roadmap guide. Click below to participate in the assessment.

[Start Assessment](#)



LitmusWorld

LitmusWorld is a leading enterprise SaaS platform enabling businesses to drive customer and employee experience programmes at scale. Built on a proprietary M.A.I Measure, Act & Improve[®] framework, the platform delivers actionable insights in real-time across the stakeholder journey. Over the last 5 years, 165+ global brands have built comprehensive CX, NPS, EX, eNPS programmes to drive improvements in their business processes.

The Positivity Company

Mr. Birender is the founder of The Positivity Company where he conducts workshops using the science of Positivity and Happiness. In the last six years our work spans seventy-one clients in the various sectors. With twenty-nine years of Global experience in Far East and Middle East and has transformed businesses and leaders Europe, North America and Latin America. Birender has travelled to 27 countries and conducted businesses in more than 80 countries across the globe.