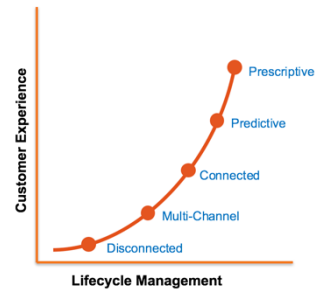


Customer Experience Lifecycle Management Maturity Self-Assessment Score Summaries

Please note that your score is calculated solely based on affirmative answers. Consider your results a rough estimate of your organization's maturity, to be refined upon further analysis.



Disconnected (Score: ≤ 10)

You likely have distinct activities for each of the customer's functional needs and organization's operational processes. The CX is characterized by minimal choice, convenience and control; operations and performance metrics are evaluated in silos. There is no cross-channel orchestration and limited, if any use of data. Quick wins will help you work your way toward Connected.

What to do now?

- Map discrete user interactions
- Conduct competitive analysis
- Improve UI design by channel
- Consider proactive strategies
- Explain why "Connected" matters
- Frame shared objectives

Multi-channel (Score: 11-30)

Your customer support is largely reactive. Whether or not you have proactive engagement strategies in place, there is limited visibility across functions and limited integration between channels. Objectives, processes and information are likely driven inside-out, from functional silos. By putting the customer first and finding points of integration, you will be on a path to Connectedness.

What to do now?

- Clarify importance of consistency
- Reinforce early successes
- Value formal CX strategy role
- Prioritize common interactions
- Tie inbound & proactive channels
- Design data collection strategy

Connected (Score: 31-60)

You are promoting intuitive self-service with seamless multi-channel routing and proactive communication to preempt some need for inbound customer support. Cross-functional visibility is decreasing the level of effort for customers and employees alike. Now, more of your attention can be focused on using data to drive smart incremental improvements and get more Predictive.

What to do now?

- Correlate data and CX attributes
- Adjust workforce expectations
- Assess opps for segmentation
- Onboard business analysts
- Plan active experimentation

Predictive (Score: 61-80)

You have a well-oiled ecosystem of technology in place, an integrated strategy for customer engagement across functions and channels, and 360-degree visibility into the CX. Informed by past events and user data, predictive analytics build models to anticipate what will happen and adjust treatment accordingly. Now you can find opportunities to help customers do more than they ever expected!

What to do now?

- Continue building data sources
- Identify gaps in neural network
- Prioritize digital innovation
- Find opps for machine learning
- Visualize risk vs. reward of change

Prescriptive (Score: $81 \leq$)

Wow! You are ahead of the curve – using business analytics to automatically improve customer handling and the UX in real-time. Automated technology dynamically drives the next best action and you can focus on other areas of your business.

What to do now?

- Tune CX measures regularly
- Watch market trends
- Find ways to delight customers

[Download this white paper](#) to learn more about each level of CXLM maturity.



Do your results sound about right? Or seem a little off-base?

Connect with West to learn more about the model and start building your roadmap to maturity: 1.800.841.9000 or west.com/interactive