

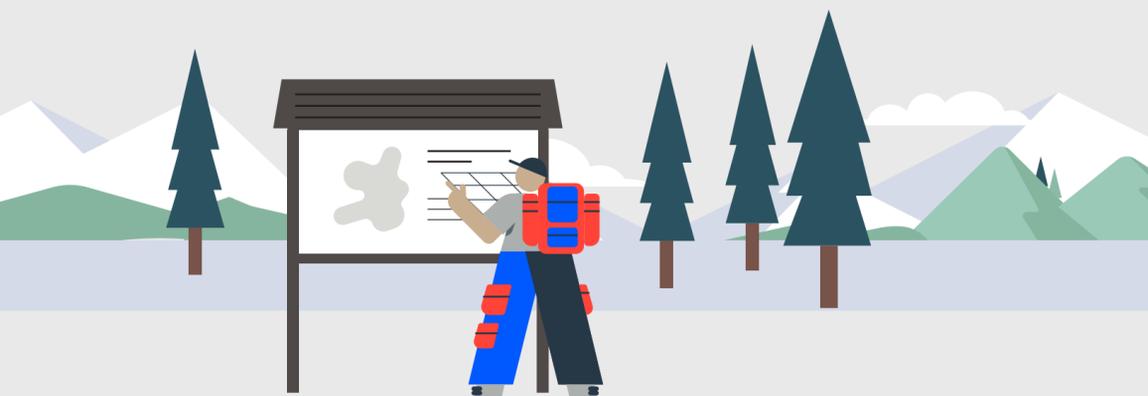
# THE JOURNEY TO CX MATURITY

*How to Navigate Your Program from Where You Are To Where You Want to Be.*

Everyone wants to reach the summit of customer experience (CX) greatness, but it's no easy feat. After all, you can't climb a major peak on your first try. First, you need to master the skills necessary to reach each level on your journey to CX Maturity. Here's what you need to know!

## MATURITY LEVEL 1

**Skill: Establish**



*You're at the beginning of your journey and the possibilities are endless. To get on your way, focus on establishing the vital components of a CX program, like:*

Building a **Voice of Customer** program for collecting, analyzing, and reporting of customer feedback, both **qualitative and quantitative**.

Adopting clear **customer-led metrics** across the business and ensure that finance is on board.

## MATURITY LEVEL 2

**Skill: Align**



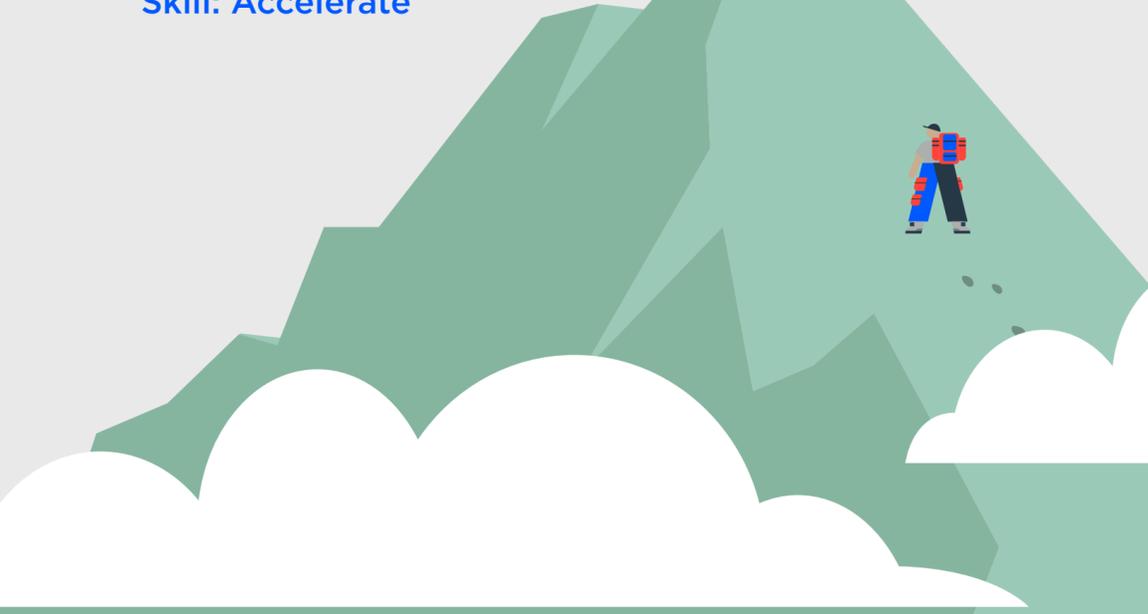
*You're well on your way to the top! Now it's time to align your program with every aspect of your organization. Here are some specific focal points:*

Foster **cross-functional collaboration** by focusing on creating a singular brand experience.

Make sure data sets are prioritized and utilized in a way that is informed by **customer-centric philosophies**.

## MATURITY LEVEL 3

**Skill: Accelerate**



*It's safe to say you're a seasoned pro. You're ready for the final stretch, so it's time to accelerate your CX efforts in these areas:*

Build on your Voice of Customer program to include **predictive and prescriptive analytics**.

Use uncovered customer behavior patterns to **bolster upsell efforts** by identifying times where customers are most likely to upgrade

Wondering what level your organization best aligns with? Take the CX Maturity Assessment and you'll not only learn your CX maturity level, but you'll receive a customized checklist of suggestions for program growth!

TAKE THE CX MATURITY ASSESSMENT AT [INMOMENT.COM/CX-MATURITY-ASSESSMENT/](https://inmoment.com/cx-maturity-assessment/)