



Customer Experience Maturity Model

Understand the current state of your customer experience and take steps to mature it in your organization

Customer Experience (CX) is comprised of everything your customer touches, hears or sees from your organization and the perception that it creates.

CX is seen as a clear competitive differentiator and the top driver of digital transformation but how do you prioritize investment to maximize revenue and customer loyalty?

Customer perceptions evolve from neutral, with no high attachment to the brand, to loyal and eventually, to advocate. Customers who are brand advocates feel a deep affinity for your brand or product and actively share stories of their positive experiences with others.

In the process of searching for, selecting, buying, and using products and services, consumers make decisions based on their experience. It's your products' usefulness and functions, their form, performance, packaging and customer support. It describes and defines a brand and can determine an organizations success in today's CX economy.

CX requires harnessing and harmonizing all your organization's resources and functions to get behind a set of clear CX guiding principles, which inform the design and delivery of the customer experience.

A clear CX strategy:

- creates trust and loyalty among customers and employees
- improves business performance
- is proven to be a market differentiator
- yields better retention and lifetime value
- improves the reputation of your brand

NTT Ltd.'s Customer Experience Maturity Model

NTT Ltd.'s Customer Experience Maturity Model (CXMM) was developed to optimize connected customer experiences by helping organizations understand their current CX capabilities and define a required target state.

The CXMM provides a practical, strategic transformation planning approach that assesses your CX capability against a set of strategic and delivery-focused criteria, and creates an action plan to help define and deliver your CX strategy.

A CX strategy is about the big picture – **the ability to deliver a compelling, engaging, sustainable and successful customer experience.**

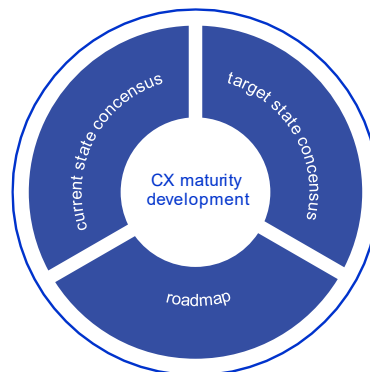


Figure 1: Maturity Model

How does the Model work?

The CXMM is a highly interactive workshop with senior stakeholders in your business. We capture views across 12 key customer experience competencies. This highly interactive process allows for discussion and learning regarding your organization's CX capabilities.

The model determines the maturity of your organization's CX from both a strategic intent and service delivery perspective.

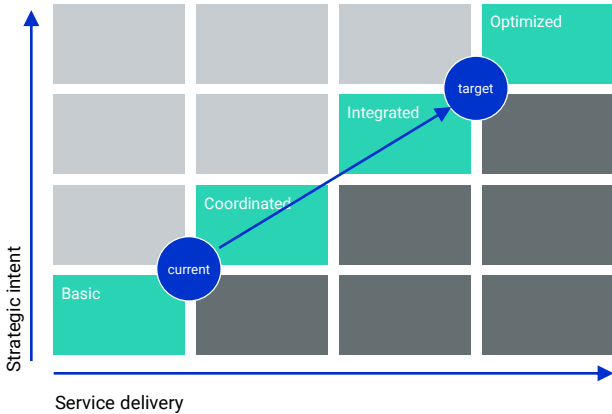


Figure 2: CXMM roadmap summary

Strategic and delivery focused values are used to provide a comprehensive assessment and plan to identify strengths and weaknesses where development is needed. Collaboratively, we agree on a 'current' and 'target' consensus score for each.

The final step captures and prioritizes projects and initiatives to achieve the desired target state and delivers a transformational blueprint for change.

- access global CX benchmarking data and best practice
- gain consensus across broad business functions
- identify the current and target state position
- develop a transformation roadmap
- create an actionable blueprint for CX projects and initiatives
- leverage a fast track approach to CX transformation planning

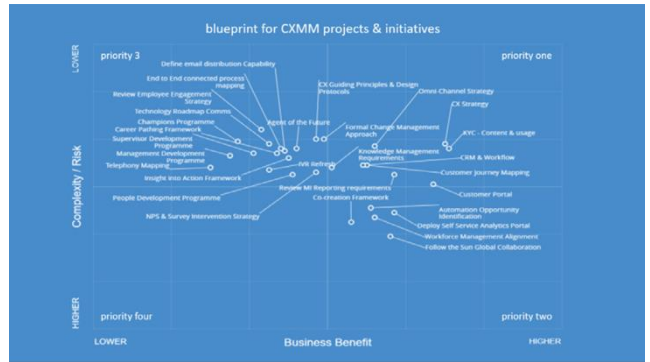


Figure 3: CXMM transformation blueprint

Accelerate CX Transformation: Optimizing your CX Strategy:

- access NTT Ltd.'s unique approach to CX improvement
- quickly define a transformation blueprint
- identify key CX projects with best-practice guidance
- obtain organization wide consensus for change
- connect CX vision and reality accelerated time-to-success
- To what degree is CX central to your business strategy?
- Do you have a clear CX strategy with executive ownership?
- To what extent are your people integral to your CX strategy?
- How do you use customer data to obtain value-based insight?
- To what extent is your technology strategy aligned to delivering customer experience?
- How do you recognize the value of customer experience within your organization?
- How consistent is the customer experience across all your channels and touchpoints (digital & live)?
- Do you have defined CX guiding principles and protocols for the design of your customer journeys?
- Are you measuring the right aspects of your customer experience delivery?
- Is your organization currently structured to deliver optimized customer experiences?

CXMM helps you answer these normal business challenges and develop achievable outcomes.

Why NTT Ltd.?

- **Investment in CX:** We employ over 750 dedicated customer experience and contact center experts around the world.
- **Trusted delivery capability:** 700 Clients globally with over 100,000 seats.
- **Market citizens:** 34 Years of leadership transformation and innovation.
- **Leading multivendor partnerships:** We have the highest levels of certifications with the industry's leading technology partners.
- **Historical insight:** We've published 21 editions of the Global CX Benchmarking Report – the most prominent CX industry report in the world.
- The solutions we've deployed enable over seven billion customer interactions each year.
- Contact our advisory services team to develop a CX strategy, enabled by the right technology, that works for your customers and delivers business results.

When organizations need to quickly establish their CX strategy and delivery maturity – **CXMM helps identify current capability and creates a target state blueprint to deliver exceptional Customer Experiences.**