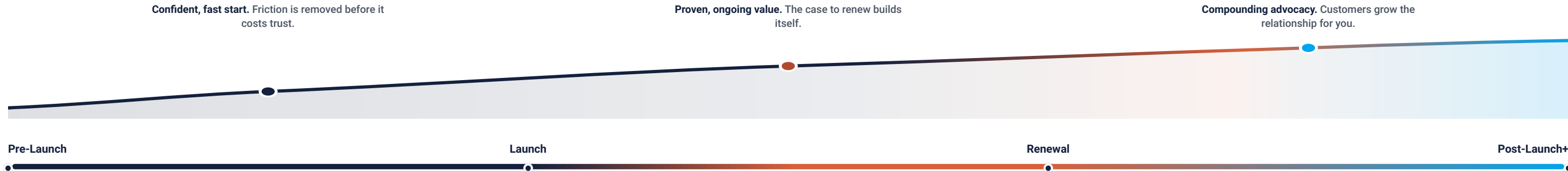


Phases, dimensions and the measures that prove each one is working, mapped across the full customer journey from pre-launch to renewal and growth.

As maturity builds through each phase, the value and experience the customer actually feels rises with it.



Drive

OUTCOMES DELIVERY

KEY MEASURE
% of journey stages with a documented owner

KEY MEASURE
Data accuracy of the unified customer record

KEY MEASURE
Customer Effort Score variance across channels

KEY MEASURE
Average time to first value, in days

Retain

PROVING VALUE

KEY MEASURE

Deflection rate across incidents and queries

KEY MEASURE
Feature adoption depth and breadth score

KEY MEASURE

% of accounts with tracked, agreed goals

KEY MEASURE
Health score predictive accuracy (churn %)

Grow

LEVERAGING VALUE

KEY MEASURE
Conversion uplift, personalised vs. generic

KEY MEASURE
Feedback-to-action cycle time

KEY MEASURE
Expansion revenue as % of total revenue (NRR)

KEY MEASURE
Active references and case studies generated