

Adoption: Moving Through The Maturity Levels

How to progress your organisation's Adoption maturity from Reactive to Optimised, one of NextCentric's twelve customer-led maturity dimensions.

Adoption, sometimes called Adoption Depth and Breadth, measures how much of what customers are paying for they're actually using. Under-adoption is one of the quietest, most expensive problems in any subscription business. It's one of four Retain dimensions in NextCentric's **maturity assessment**. This guide breaks down what each maturity level looks like and the specific moves that get you to the next one.

DRIVE	Enablement	Understanding	Consistency	Time-to-Value
RETAIN	Support	Adoption	Value Realisation	Health & Risk
GROW	Personalisation	Active Listening	Expansion	Trust & Advocacy

1 LEVEL REACTIVE	WHAT THIS LOOKS LIKE - You don't track feature usage at the account or user level - Adoption only becomes visible when a customer churns	MOVE TO THE NEXT LEVEL - Pull a basic usage report for your top twenty accounts - Identify which features are core to value and which are rarely used
2 LEVEL EMERGING	WHAT THIS LOOKS LIKE - You have some usage data, but it's not reviewed regularly or acted on - Low adoption isn't flagged until renewal is already at risk	MOVE TO THE NEXT LEVEL - Set a simple adoption threshold that triggers a proactive check-in - Share usage data with customers as part of regular conversations
3 LEVEL DEFINED	WHAT THIS LOOKS LIKE - Adoption is tracked by depth (how much) and breadth (which features) per account - Low adoption triggers a defined playbook, not an ad hoc response	MOVE TO THE NEXT LEVEL - Segment adoption plays by customer type and use case - Tie adoption data directly into your health scoring
4 LEVEL MANAGED	WHAT THIS LOOKS LIKE - Adoption depth and breadth are tracked by account and reported on a regular cadence - A named owner runs the adoption playbook when thresholds are triggered	MOVE TO THE NEXT LEVEL - Automate the trigger so low adoption is flagged without manual review - Reserve high-touch, CSM-led adoption plays for the accounts that need them, and let low-touch automated nudges handle the rest
5 LEVEL OPTIMISED	WHAT THIS LOOKS LIKE - Adoption is monitored continuously, with AI flagging drop-off in near real time - Proactive nudges and in-product guidance close adoption gaps automatically	SUSTAIN THIS LEVEL - Regularly confirm that low-touch adoption nudges are helpful, not just noisy - Keep reviewing whether high usage is translating into real customer value

COMMON PITFALLS WHEN ADVANCING ADOPTION MATURITY

- ✗ Equating login frequency with real adoption
- ✗ Only noticing low adoption at renewal time
- ✗ Nudging customers to use features that don't actually matter to them
- ✗ Treating adoption data as a reporting exercise, not an action trigger

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