

Consistency: Moving Through The Maturity Levels

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

Consistency measures whether a customer gets the same tone, standard, and outcome no matter which channel they use: call, chat, email, or in person. It's one of four Drive 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 - Every rep or channel handles the same situation differently - There's no shared standard for tone, process, or resolution	MOVE TO THE NEXT LEVEL - Write down your top ten scenarios and agree one standard response for each - Pick one channel to standardize first rather than fixing everything at once
2 LEVEL EMERGING	WHAT THIS LOOKS LIKE - Basic guidelines exist, but they're not consistently followed or enforced - Customers get a different experience depending on who they reach	MOVE TO THE NEXT LEVEL - Build a shared playbook that's easy to find and easy to follow - Spot-check a sample of interactions each month against the standard
3 LEVEL DEFINED	WHAT THIS LOOKS LIKE - Standards are documented and used consistently across every channel - New team members are trained against the same playbook from day one	MOVE TO THE NEXT LEVEL - Connect channels so context carries over instead of resetting each time - Track a consistency metric, not just individual satisfaction scores
4 LEVEL MANAGED	WHAT THIS LOOKS LIKE - Consistency is tracked as a metric and reported on a regular cadence - A named owner is accountable for closing gaps when channels drift apart	MOVE TO THE NEXT LEVEL - Automate monitoring for drift across channels rather than relying on spot-checks - Extend consistency monitoring to low-touch channels like self-serve and in-app, not just high-touch, human-led ones
5 LEVEL OPTIMISED	WHAT THIS LOOKS LIKE - Customers get the same standard of experience regardless of channel or rep - AI and automation are used to catch and correct drift in real time	SUSTAIN THIS LEVEL - Audit for drift regularly across both high-touch, human-led channels and low-touch, automated ones - Keep the human standard as the benchmark AI is measured against, not the reverse

COMMON PITFALLS WHEN ADVANCING CONSISTENCY MATURITY

- ✗ Writing a playbook nobody actually uses day to day
- ✗ Letting your best channel be great while others quietly fall behind
- ✗ Standardizing scripts but not outcomes
- ✗ Assuming consistency means "identical," not "equally good"

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