

The CSX Framework: 12 Growth Dimensions

Value Outcomes (CS) and Experience Outcomes (X), matured through three customer journey phases: Drive, Retain, and Grow.

12 growth dimensions assessed in NextCentric's **maturity assessment**. Each dimension progresses through five maturity levels: Reactive, Emerging, Defined, Managed, and Optimised.

PHASE 1

Drive

Pre-Launch → Launch
Outcomes delivery

Enablement

Sets the standards and ownership every other dimension builds on.

Understanding

Gives the organisation one accurate, governed view of the customer.

Consistency

Makes the experience reliable regardless of channel or rep.

Time-to-Value

Gets customers to their first outcome fast, the foundation everything else builds on.

PHASE 2

Retain

Post-Launch → Renewal
Proving value

Support

Keeps incidents and queries resolved fast, without scaling headcount.

Adoption

Turns usage into habit before it becomes a renewal risk.

Value Realisation

Proves, with evidence, that customers are actually succeeding.

Health & Risk

Catches churn risk early enough to act on it.

PHASE 3

Grow

Post-Launch+
Leveraging value

Personalisation

Tailors the experience so relevance compounds, not just reach.

Active Listening

Turns customer feedback into a continuous improvement engine.

Expansion

Captures the growth already sitting inside the existing base.

Trust & Advocacy

Converts success into references that sell on your behalf.

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