

Enablement: Moving Through The Maturity Levels

How to progress your organisation's Enablement maturity from Reactive to Optimised: customer journey mapping, segmentation, ownership, and success measures.

Enablement measures whether your organisation has done the groundwork to run the customer journey well: mapping the journey itself, segmenting customers who need it run differently, assigning clear ownership through a RACI, and defining the success measures that prove it's working. It's one of four Drive dimensions in NextCentric's **maturity assessment**, and one of two foundational dimensions the model is built on, alongside Time-to-Value. 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 - No documented customer journey; every team pictures it differently - Customers are treated as one undifferentiated group, with no segmentation	MOVE TO THE NEXT LEVEL - Map your current customer journey end to end, even roughly - Group customers into two or three segments based on obvious differences
2 LEVEL EMERGING	WHAT THIS LOOKS LIKE - A basic journey map exists, but it's not shared or kept up to date - Segments are defined but rarely used to shape how the journey is run	MOVE TO THE NEXT LEVEL - Assign clear ownership, a RACI, for each stage of the journey - Start tailoring key journey moments to your defined segments
3 LEVEL DEFINED	WHAT THIS LOOKS LIKE - Journey stages, owners, and handoffs are documented in a shared RACI - Segments actively shape onboarding, support, and engagement approaches	MOVE TO THE NEXT LEVEL - Define explicit success measures for each stage of the journey - Review journey performance by segment, not just in aggregate
4 LEVEL MANAGED	WHAT THIS LOOKS LIKE - Journey, segments, RACI, and success measures are actively managed by a named owner - Performance against success measures is reported to leadership on a regular cadence	MOVE TO THE NEXT LEVEL - Automate measurement so success data doesn't rely on manual pulls - Segment the journey by touch model: assigned customer owner(s) and live reviews for high-touch accounts, automated triggers and self-serve content for low-touch ones
5 LEVEL OPTIMISED	WHAT THIS LOOKS LIKE - Journey, segmentation, and RACI are actively maintained and reviewed - Success measures are tracked per stage and per segment, and drive decisions	SUSTAIN THIS LEVEL - Revisit journey maps and segments as the customer base and product evolve - Keep RACI ownership current for high-touch accounts while low-touch journeys stay reliably automated

COMMON PITFALLS WHEN ADVANCING ENABLEMENT MATURITY

- ✗ Mapping the journey once and letting it go stale
- ✗ Treating all customers the same because segmentation feels like extra work
- ✗ Defining a RACI that nobody actually follows when handoffs happen
- ✗ Tracking activity instead of the success measures that actually matter

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