FREE RESOURCE · DRIVE DIMENSION 4 OF 4

NextCentric™

Time-to-Value: Moving Through The Maturity Levels

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

Time-to-Value measures how quickly a customer reaches their first meaningful outcome after purchase, one of the strongest predictors of retention you can track. It's one of four Drive dimensions in NextCentric's **maturity assessment**, and one of two foundational dimensions in the model, weighted equally with Enablement. 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

- There's no defined "first value" moment for your product
- Time-to-value isn't tracked or even informally discussed

MOVE TO THE NEXT LEVEL

- Write one sentence defining what "first value" means for your customers
- Start timing how long it takes a handful of recent customers to get there

2 LEVEL EMERGING

WHAT THIS LOOKS LIKE

- You have a rough sense of time-to-value, but it isn't tracked per customer
- Onboarding is inconsistent, so results vary widely

MOVE TO THE NEXT LEVEL

- Track time-to-value for every new customer, not just a sample
- Standardize the first-week onboarding steps that get customers to value fastest

3 LEVEL DEFINED

WHAT THIS LOOKS LIKE

- Time-to-value is tracked consistently and reviewed regularly
- Onboarding is structured specifically around reaching that first outcome fast

MOVE TO THE NEXT LEVEL

- Segment time-to-value by customer type to find where it's slowest
- Remove or automate steps that delay value without adding to it

4 LEVEL MANAGED

WHAT THIS LOOKS LIKE

- Time-to-value is tracked per segment and reported on a regular cadence
- A named owner is accountable for onboarding performance against target

MOVE TO THE NEXT LEVEL

- Automate tracking so time-to-value doesn't rely on manual calculation
- Match onboarding model to account value: white-glove, high-touch onboarding for strategic accounts, guided low-touch onboarding for the rest

5 LEVEL OPTIMISED

WHAT THIS LOOKS LIKE

- Time-to-value is a tracked, benchmarked metric tied directly to retention
- AI helps flag at-risk onboardings before they slip, not after

SUSTAIN THIS LEVEL

- Keep benchmarking time-to-value against your own historical best, not just industry averages
- Make sure a faster, low-touch path isn't happening at the cost of the customer actually understanding the product

COMMON PITFALLS WHEN ADVANCING TIME-TO-VALUE MATURITY

- ✕ Never defining what "value" actually means for your customer
- ✕ Measuring time-to-onboard instead of time-to-value
- ✕ Speeding up onboarding in ways that skip real understanding
- ✕ Tracking the metric but never acting when it slips

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