FREE RESOURCE · RETAIN DIMENSION 3 OF 4

NextCentric™

Value Realisation: Moving Through The Maturity Levels

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

Value Realisation measures whether you can prove a customer is succeeding with a number tied to a goal they actually agreed to, not just a feeling your team has. 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

- Success is judged by gut feel, not evidence
- Customers have never agreed to specific, measurable goals with you

MOVE TO THE NEXT LEVEL

- Ask your next five customers what success actually looks like for them
- Write those goals down somewhere you'll revisit them

2 LEVEL EMERGING

WHAT THIS LOOKS LIKE

- Some customers have stated goals, but they're rarely tracked over time
- Strategic engagements, where they happen, focus on activity, not outcomes

MOVE TO THE NEXT LEVEL

- Build a simple template to track agreed goals per account
- Start every strategic engagement by reviewing progress against those goals

3 LEVEL DEFINED

WHAT THIS LOOKS LIKE

- Goals are documented and tracked systematically for key accounts
- Strategic engagements consistently report progress with real numbers, not anecdotes

MOVE TO THE NEXT LEVEL

- Extend structured goal-tracking beyond just your top accounts
- Tie internal success metrics directly to customer-stated goals

4 LEVEL MANAGED

WHAT THIS LOOKS LIKE

- Goal tracking is standardised across accounts and reported on a regular cadence
- A named owner is accountable for keeping the value story current per account

MOVE TO THE NEXT LEVEL

- Automate progress tracking so it doesn't rely on manual strategic engagement prep
- Introduce a low-touch alternative, an automated scorecard or async report, for accounts that don't warrant a live strategic engagement

5 LEVEL OPTIMISED

WHAT THIS LOOKS LIKE

- Value is tracked and reported continuously, not just at strategic engagement time
- Customers can see their own progress toward goals without asking

SUSTAIN THIS LEVEL

- Revisit goals periodically as customer needs evolve
- Match engagement model to account value: live strategic engagements for strategic accounts, automated reporting for the rest

COMMON PITFALLS WHEN ADVANCING VALUE REALISATION MATURITY

× Assuming a happy customer is the same as a successful one

× Setting goals once and never revisiting them

× Reporting effort (tickets closed, calls made) instead of outcomes

× Making the value story so complex customers can't repeat it themselves