Astute Customer Experience Maturity Framework

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Channel Choice	Customer service through only traditional channels (1-800 number and email), and have not given much thought to the customer journey.	Supporting text-based chat and social media for customer care and have achieved some consistency on strategy regarding customer journey.	Multi-channel customer support is available, each channel has been optimized, but there is a lack of integration across channels.	The customer experience is smooth, seamless, and omni-channel; however, the agent experience is dis-integrated, clunky, and inefficient.	Support all the channels your customers want, allow agents to work in a single interface, and have infrastructure to quickly adopt emerging channels as needed.
Personalization	Collecting customer information, but not using to personalize. Customers receiving canned responses.	Customer communication makes use of segmentation and high-level personalization, such as names and location info.	Reactive interactions use a deeper level of personalization, tailoring based on past interactions, customer profile, and more.	Proactive communications now have the same level of personalization as reactive communications.	Communications make use of individualization. Cross-channel integration provides consistent personalization regardless of channel.
Self-Service	Self-service is available only on the contact page of your website.	Customer self-service is accessible across every page of your website.	Customer can use multiple channels for self-service, but each channel has its own strategy and knowledgebase.	Integration between self-service channels. Unified strategy and experience across platforms KMS gathers knowledge from multiple sources.	Consistent experience that is automated and device-optimized. Uses artificial intelligence (chatbots/virtual agents) to handle the bulk of customer queries.
Escalation	Customers only have the option to call your 1-800 number if they need additional help.	Escalation options beyond a 800 number but there is a lack of automation and context being passed through.	Some level of automation and proactive escalation is available based on customer information, cart contents, etc. Basic context is being passed to the agent.	Regardless of channel, the responding agent receives full context of previous interactions, enabling them to pick up right where the last channel left off.	Agent orchestration pairs the best agents with the most valuable customers. Opti-channel approach to ensure customers have the best possible experience.
Voice of Customer	Some customer data is being collected, but is fragmented and/or hard to access. Reporting capability is limited, and reports are not very valuable or accurate.	Some customer data is accessible and available, but not easy to derive insights from.	Collecting at least 2 types of Voice of Customer data (direct/indirect/inferred). However, data is not consolidated.	Collecting all 3 forms of VOC data and able to consolidate to gain best insights.	Collecting and consolidating all VOC data and reporting includes real-time and actionable insights.

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