



Customer 360 Maturity Model

Digital transformation is often described as a foundational change in how an organization delivers value to its customers. In today's environment, there's a growing demand to provide value through personalized customer experiences across digital channels—including mobile apps, messaging apps, social media and even physical delivery facilitated by digital communications. Channels must be connected to provide a personalized experience and allow customers to move seamlessly through a tailored journey.

Customer 360 refers to a comprehensive view of a customer's data and interactions, from website inquiries and product purchases to customer support tickets. This ensures that every department within the company has access to a consistent and accurate understanding of the customer. Achieving a holistic 360-degree view of the customer is what companies of all sizes aspire to. While transformation initiatives have long been on the agenda of IT leaders, the pressure to deliver new customer experiences has reached crisis mode. Delivering digital customer experiences has

become the only way to do business. This is why we are introducing our maturity model, enabling Cognizant to conduct a swift assessment within two weeks.

We collaboratively execute the maturity model using platforms like MIRO and granting real-time document access and tracking. The primary purpose of this model is to facilitate a rapid assessment of an organization's current level of maturity in various areas, identify opportunities, align with clients' expectations and define a clear roadmap.

Our Customer 360 Maturity Model is a comprehensive and proven approach that assesses and improves customer relationship management (CRM) practices. By evaluating our clients' current processes and capabilities, the model guides them on a journey to gain a competitive advantage.

Pillars of the maturity assessment



Data and analytics:

How adept is your company at collecting and managing data from various sources? How effectively does your company integrate predictive analytics, such as leads and services? In today's environment, the accuracy of data is paramount for business growth and information storage.



Enablement:

What is the level of effectiveness in your communication channels? This pillar pertains to the improvement of processes, partner and employee development, and growth. A CRM system is used to track customer satisfaction and leverage data analytics—to track key metrics and establish clear communication channels between an organization and its business partners.



Marketing:

How effective is your marketing campaign at attracting new customers against the competitors? How well can your company deliver the right message and content to its target market? The success of Customer 360 heavily relies on effective marketing to deliver, create, store, organize and retrieve digital information.



Sales:

How effective is your company in predicting future customer needs and demands? Through innovative planning, pricing and product management, clients can improve their results and create a detailed action plan that outlines how the business will achieve its goals.



Service:

How well does your company manage customer satisfaction and expectations? In this pillar, all aspects of service are addressed to implement a strategy that increases efficiency and effectiveness.



Strategy:

How customer-centric is your operating model? How well can your organization create and adapt the company's business model? These are some of the questions that will be discussed and evaluated based on sub-pillars—marketing, sales and service strategy, customer-centric operations and business model design—ensuring seamless overall company performance.

Purpose of this model

The purpose of this model is to assess the maturity of an organization in different areas around Customer 360, identify opportunities, create a prioritization diagram and define a clear roadmap.

We will help clients enhance their capabilities and effectiveness in these areas, leading to improved performance, efficiency and outcomes. The maturity model also provides a structured and methodical approach to assess, benchmark and enhance an organization's performance and capabilities, fostering a culture of continuous improvement and excellence.

Deliverables

During this rapid assessment, we cover three key deliverables:

- Opportunity diagram
- Prioritization matrix
- KPIs

Opportunity diagram

This tool is used in Customer 360 to identify potential issues that may arise if categories of the maturity model are not implemented. It helps identify which projects should be prioritized, and which are most likely to provide the greatest benefit to the organization.



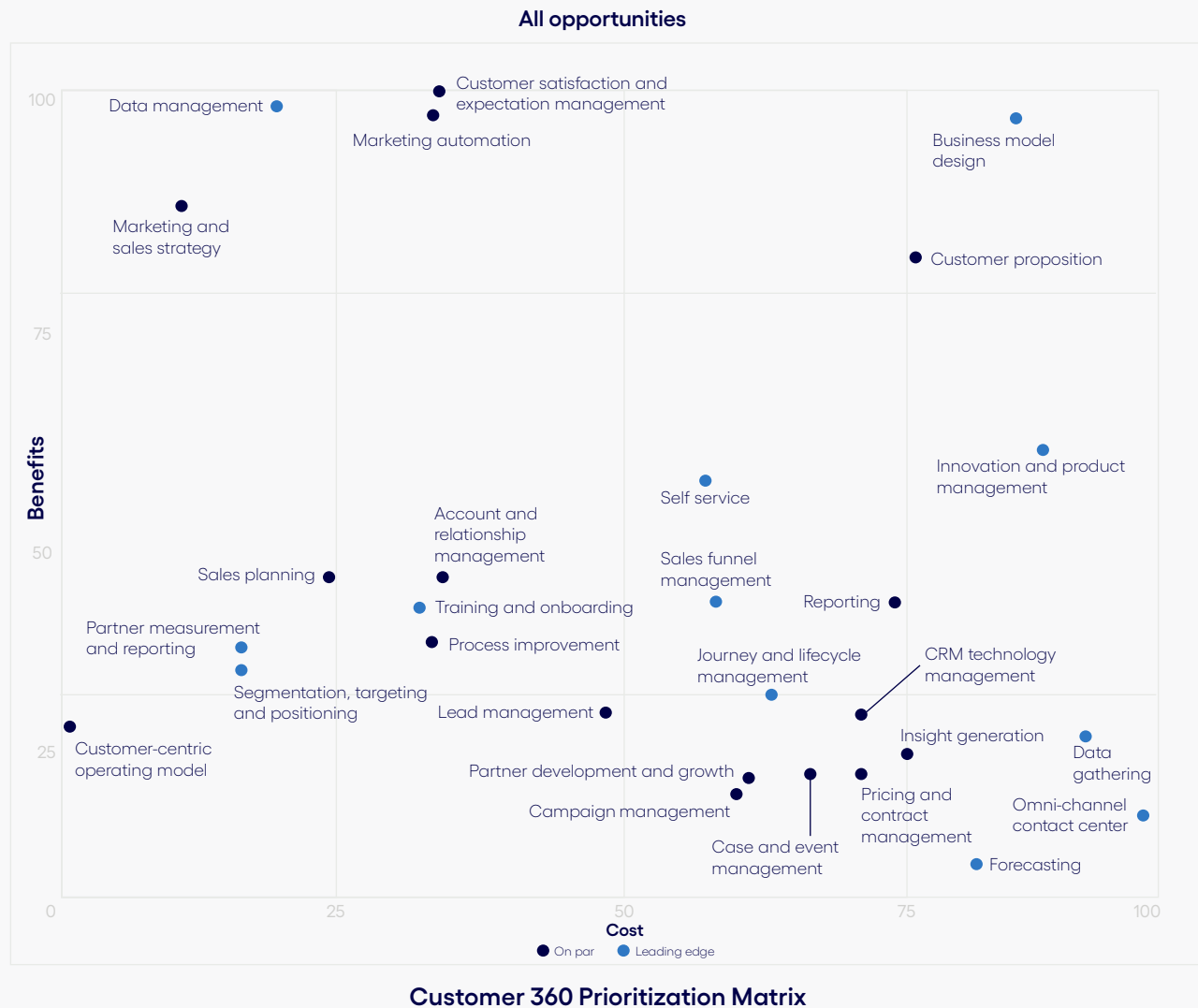
This diagram shows issues found during an assessment of customer 360 capabilities. The issues can be found within the sticky notes. The color of the sticky note is used to structure the main focus area and identify patterns in issues found.



Customer 360 Opportunity Diagram

Prioritization matrix

This prioritization matrix is a tool to systematically evaluate and prioritize options or alternatives based on multiple criteria. It offers a structured approach to decision-making, particularly when addressing complex problems or assessing various projects, tasks or concepts. Informed decisions can be made regarding which options to pursue based on the ranking. Top-ranked options are those that align most closely with the criteria and hold the greatest potential for achieving the desired objectives.



KPIs

Cognizant ensures that the client receives measurable metrics for the Customer 360 project by establishing relevant key performance indicators (KPIs). For each subcategory within the maturity model, we have identified a minimum of three KPIs to assist the client in achieving the following outcomes:

- Provide objective evidence of progress toward desired goals
- Measure the intended parameters to facilitate informed decision-making
- Enable comparisons to gauge performance changes over time
- Monitor performance metrics
- Foster alignment of individual and team efforts toward specific goals
- Establish accountability by clearly defining who is responsible for achieving specific metrics

Question	Level	KPI 1	KPI 2	KPI 3	KPI 4	KPI 5	KPI 6	KPI 7	KPI 8	KPIs (Table checked, integrated or modified)
How well can your organization create and pivot marketing and sales strategies?	1	•	•							<ul style="list-style-type: none"> Marketing channel performance Market research effectiveness Digital marketing performance Consumer segmentation accuracy Marketing automation efficiency Cross-functional collaboration score Continuous strategy optimization rate Omnichannel engagement index
	2			•	•	•				
	3							•	•	
How customer-centric is your company's operating model?	1	•	•	•						<ul style="list-style-type: none"> Customer satisfaction score (CSAT) Customer retention rate (CRR) Customer lifetime value (CLV) Net promoter score (NPS) AI and automation impact score Customer engagement rate Personalization effectiveness score Customer experience index (CXI)
	2				•	•	•			
	3								•	

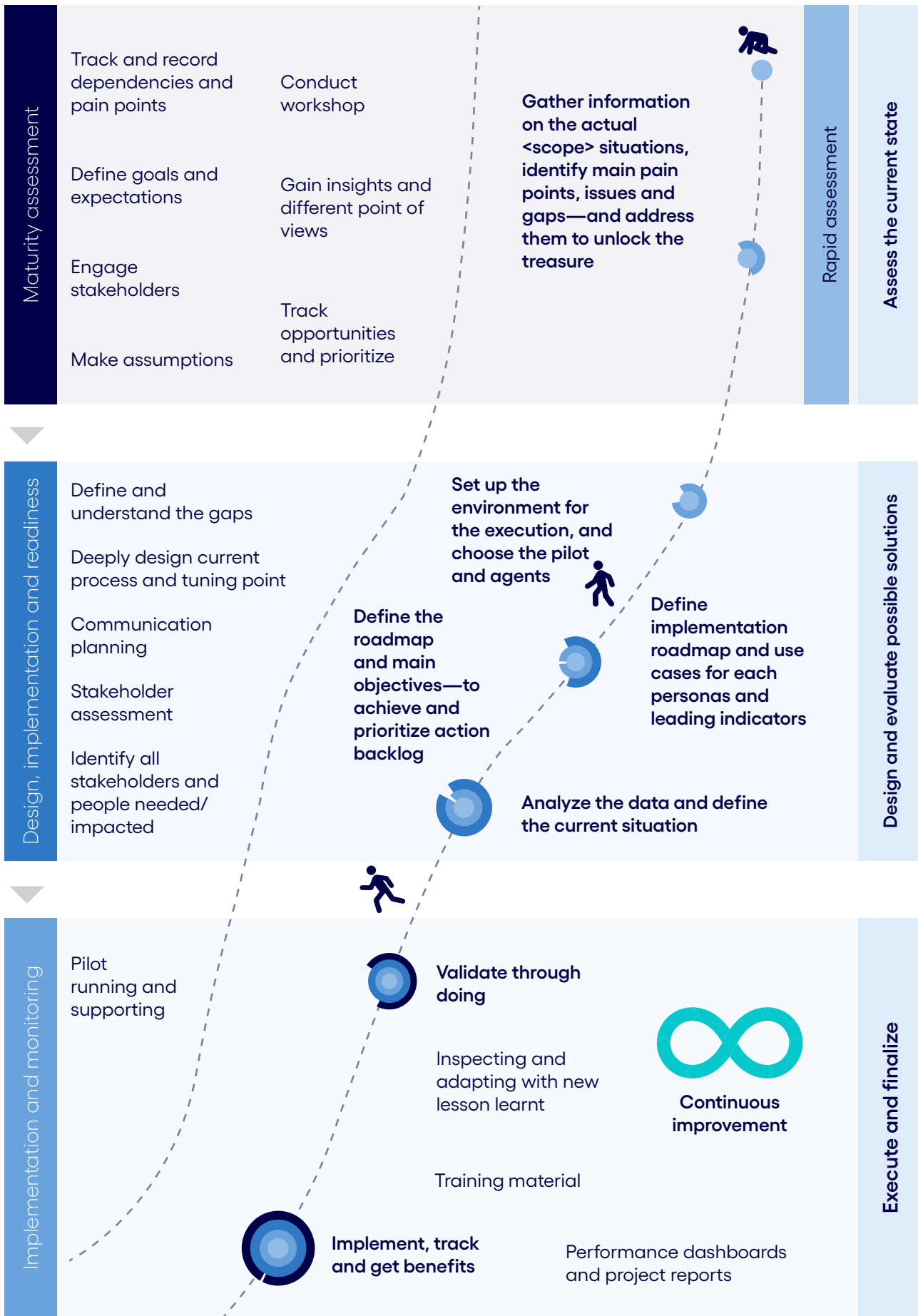
KPI recommendations to measure improvements in Customer 360

Our approach to unlock clients' potential

We help clients unlock value within their business processes by harnessing the power of data to discover insights that will guide their transformation journey. In that sense, the maturity assessment is the first step, gathering the building blocks that indicate the current state of their processes. At the same time, we gain insights about their goals and expectations. Using this information, we provide an agile, data-driven and high-level diagnostic approach—to identify the challenges and dependencies that can impact the actions required to bridge the gap between their current situation and their desired outcomes. This is the blueprint that guides the design of the transformation roadmap.

The second stage involves detailed design for enhanced results. This includes prioritizing initiatives and establishing measurable KPIs that define the expected improvements for each project. The roadmap also requires the identification of significant milestones to track progress and the impact of the prescribed measures.

The final step is the implementation of the transformation plan while closely monitoring the deployment of each project—tracking challenges, gains and lessons learned to facilitate agility and foster a culture of continuous improvement.



Our approach to unlock all the potential value

Roadmap

The roadmap below outlines the objectives, priorities and timelines for this specific type of engagement



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Cognizant (Nasdaq-100: CTSH) engineers modern businesses. We help our clients modernize technology, reimagine processes and transform experiences so they can stay ahead in our fast-changing world. Together, we're improving everyday life. See how at www.cognizant.com or [@cognizant](https://twitter.com/cognizant).

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