



PodiumCX
Linking Customer Experience to Results



CX Maturity Assessment

Evaluate Where You Are.
Empower Where You're Going.

The Challenge

Many organizations invest in customer experience but struggle to quantify maturity or identify where to focus efforts. Without a clear view of current capabilities and alignment with business strategy, CX investments can become reactive, fragmented, or disconnected from value creation. Leaders often ask: Are we doing the right things? Are we ready to scale? What's holding us back?

The Solution

The PodiumCX – CX Maturity Assessment offers a modern, business-focused view of your CX function, grounded in value not outdated models or vague benchmarks. Built on the PodiumCX Strategic Framework and Capability Model, it evaluates how well you align, engage, optimize, and deliver across people, process, data, and technology. The result is a clear picture of maturity, key gaps, and a practical roadmap for meaningful impact.

Who it's For

- Customer Experience, Contact Center, and Customer Service Leaders.
- CX Strategy, Operations, and Transformation Teams.
- C-Level and Functional Executives looking to evaluate and align CX as a strategic asset.
- Organizations undergoing digital transformation, growth, or restructuring.

What's Included

- Discovery sessions with key stakeholders.
- Assessment workshops using the PodiumCX model.
- Maturity scoring across core CX capabilities.
- Gap analysis with key insights and themes.
- Prioritized roadmap with recommended next steps.

Outcomes You Can Expect

- Clear view of CX maturity and gaps.
- Defined priorities based on business goals.
- Improved alignment across teams and functions.
- Actionable roadmap to guide next steps.
- Support for planning and executive decisions.

Elevating Your Organization to the CX Podium