



PodiumCX
Linking Customer Experience to Results

Buyer Readiness Diagnostic

Set the Stage for Adoption and Value



The Challenge

Technology providers and buyers often work well together on implementation, focusing on delivery and system setup. But some customers lack the operational maturity, discipline or cross-functional alignment needed to drive adoption and realize business outcomes. Providers often assume buyers will bridge these gaps, but when they don't, results stall and blame starts.

The Solution

The PodiumCX Buyer Readiness Diagnostic helps technology providers assess a customer's ability to adopt, operationalize, and benefit from a CX solution before or after implementation. Grounded in the PodiumCX CX Strategic Framework and Capability Model, this service evaluates maturity, alignment, and execution risk across people, process, and data. The result is a clearer picture of buyer readiness, enabling better outcomes and reducing post-sale friction.

Who it's For

- Sales executives navigating complex deals where buyer readiness is unclear.
- Customer success and onboarding leaders managing adoption and implementation risk.
- Product teams seeking to understand buyer maturity and design more successful rollouts.
- Revenue and services leaders aiming to reduce churn and improve post-sale outcomes.

What's Included

- Discovery sessions with internal and external teams.
- Maturity review across people, process, and data.
- Adoption risks mapped to business capability gaps.
- Insights aligned to deal stage or delivery phase.
- Summary brief for sales, success, and service teams.

Outcomes You Can Expect

- Clearer view of buyer readiness and risk areas.
- Stronger alignment across sales and delivery teams.
- Improved planning and adoption outcomes.
- Reduced friction in onboarding and execution.
- Higher confidence in deal quality and retention.

Elevating Your Organization to the CX Podium