CREATING A ROADMAP TO CX EXCELLENCE

with Ipsos CX Maturity Assessment



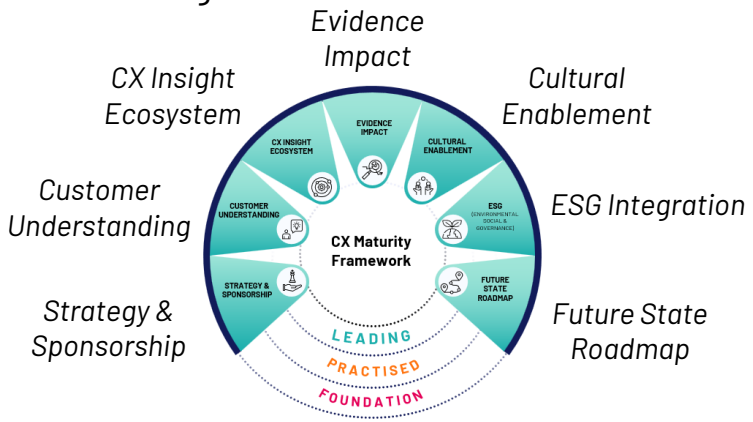
Many organisations invest in customer experience programmes but struggle to translate ambition into measurable business impact.

Key questions remain:

- **How mature are our CX capabilities today?**
- **Where should we focus investment to deliver the greatest impact?**
- **How can we align people, processes and insights behind a common CX vision?**

The Ipsos CX Maturity Assessment helps organisations understand where they are today and create a clear roadmap to CX excellence. Our framework evaluates performance across **seven CX Maturity Drivers**, assessed against three stages of maturity:

Foundation – CX is delivered in silos and inconsistently
Practised – CX is embedded and operating as intended
Leading – CX permeates the organisation and creates competitive advantage



Using these drivers, we identify strengths, uncover capability gaps, benchmark performance and prioritise actions for improvement.

What You Get

- A clear view of your current CX maturity.
- Identification of priority capability gaps.
- Benchmarking against industry best practice, across 44 countries and 10 sectors.
- A prioritised roadmap to accelerate CX excellence.

WHY IPSOS?

- Deep CX expertise built on global experience.
- Combines research, advanced analytics and advisory.
- Proven CX approach that turns insights into measurable business impact.

For more information:
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