

KNOW WHERE YOU STAND, OWN WHERE YOU'RE GOING

**How the CX Maturity Assessment
Sharpens CX Direction**

**A Point of View from Bekah Hancill
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The world of Customer Experience is fast-paced, exciting and innovative... but noisy.

With more focus on CX than ever before, technology platforms regularly launching new features, AI driving efficiencies, organisations evolving at pace and customer expectations changing rapidly.

Defining the next phase of a CX programme is rarely straightforward.

Even with strong foundations in place, competing priorities and finite resources mean it can be difficult to feel fully confident that your investment will translate into measurable outcomes.

This is exactly why taking an honest look at your CX Maturity can be such a valuable exercise. In my experience, it often becomes a real turning point for organisations, allowing you to understand where you are right now in your CX journey, and feel more equipped to figure out what makes sense to focus on next.

61%
OF CX PROFESSIONALS
EXPECT BOARD LEVEL
RECOGNITION OF THE
IMPORTANCE OF CX TO
INCREASE

Source: Ipsos Global Voices 2026

Why a “reality check” matters

At its heart, a CX maturity assessment does something simple, but genuinely valuable.

It helps you see clearly what's working well and where there is room to stretch further to get more from your CX initiatives. It's about designing and delivering progress in the right way for you – in a way that meets your objectives, bridges your CX gaps and moves at a pace your organisation can realistically absorb.

Whether you're just getting started on your CX journey or you've been at this for years with a well-established programme in place, this kind of clarity can make all the difference.



How do you know if a maturity

assessment is right for you? In my experience, it often starts with one of these five signals:

- **Momentum issues:** Progress has stalled or plateaued, the energy and engagement around CX is fading
- **Impact gaps:** Little evidence of actions translating to outcomes, feedback scores aren't moving or response rates are dipping, teams aren't feeling the benefit of CX
- **Organisational shifts:** Budget scrutiny requiring CX investment to be validated, restructures, strategy and personnel changes that require a shift in CX direction
- **Technology and product shifts:** Competing priorities to accommodate business change (new products, services, channels and tools) and efficiencies driven by new tech
- **Capacity and team resource;** CX team is stretched thin, business needs and ambition outstrip the teams skill or capacity, shift in role from being “sense makers” to “change makers”

CX MATURITY ASSESSMENT

Understanding the six core competencies and three maturity levels

An active plan with transparent ownership explaining what experiences your organisation wants to deliver with the supporting people, processes and technology to achieve it.

A deep and empathetic knowledge of your customers belief system and values, in order to provide a product or service that fulfils a purpose in an authentic way.

Going beyond current plans and developing a clear strategic glidepath to achieving the optimum experience for your customers and employees.



An understanding of how experiences are being delivered at the moments that matter, in order to see how this aligns with the CX vision and strategy.

A set of shared values and behaviours embedded into the organisation, so every employee knows how to act and deliver great experiences.

Demonstrating the value of customer experience to the wider business. It guides your investment, articulates outcomes and helps you to prioritise and predict change.

FROM ASSESSMENT TO ACTION

The output of a Maturity Assessment is outcome and action focused, based around a practical, tangible and strategic roadmap, designed to move you from the “as is” to “to be”.

This roadmap includes:

Prioritised actions based on what delivers the most impact for your organisation, not just what's easiest



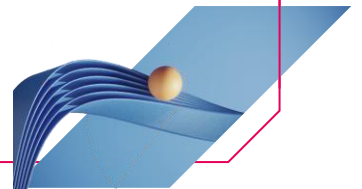
Business case justification because you'll need to bring stakeholders along and agree on recommended changes



Dependencies and sequencing build success on solid foundations, getting the sequence right means solutions stick



Best practice examples from organisations who've been where you are currently



Benchmarking against others in your space - so you know where you genuinely stand, not just where you think you stand



Practical, tangible guidance to move from the “as is” to the “to be” - and all the messy steps in between





REAL CLIENT IMPACT STORY

A global financial services organisation came to us planning a full-scale CX transformation: new platforms, redesigned surveys, closed-loop processes, and broad enablement. On paper, it made complete sense. In reality, it was too much, too fast.

The assessment helped reframe the challenge, and the solution! The work helped slow things down in the best possible way, reducing risk while balancing business ambition with realistic investment. Senior leadership came on board as genuine advocates, and the organisation developed a clearer sense of its capacity for change. We identified both business and user needs, created a single version of the truth, and built momentum across the business for what needed to happen next.

The programme launched in 5 markets with two core touchpoints and has since expanded to 31 markets, 5 touchpoints, closed-loop feedback, and global engagement.

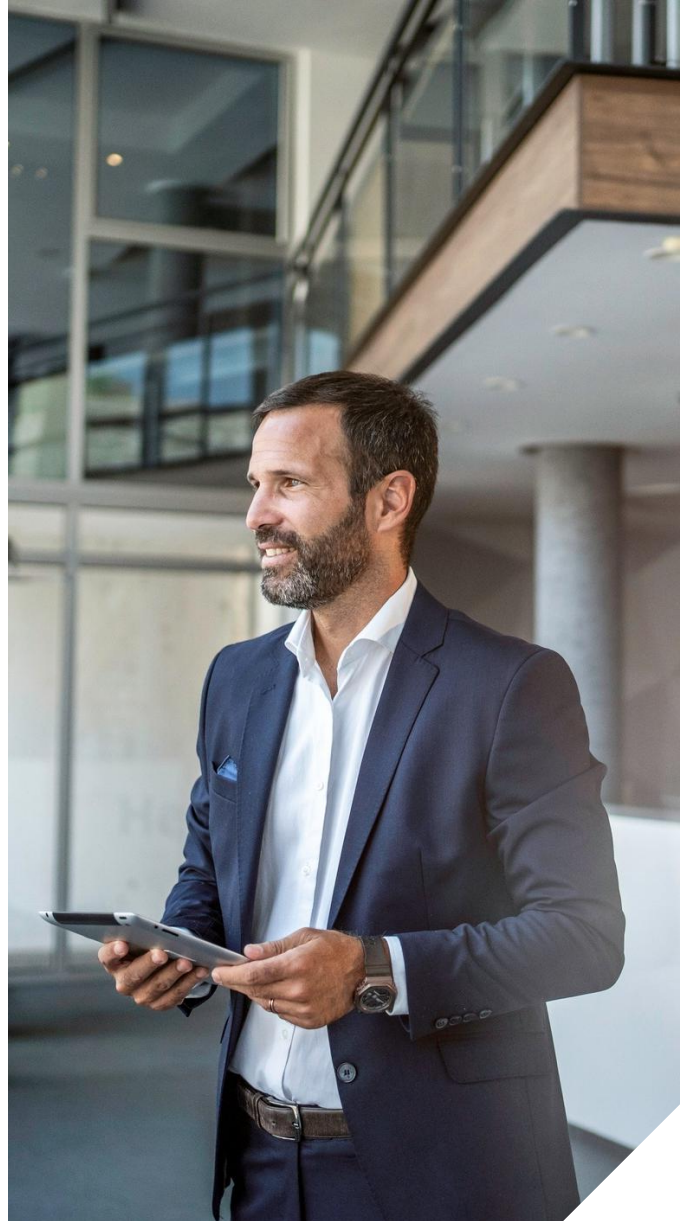
SO WHAT? LOOKING FORWARD WITH CONFIDENCE

An assessment gives you the confidence to cut through the noise and understand where to focus your efforts, time, and money to ensure you can make smart choices about your CX future. Giving you clarity on what actually matters for your specific context.

The Maturity Assessment is designed to be a discrete engagement, independent of any platforms or partnerships, doesn't require data sharing, and delivers meaningful insight quickly.

Whether you're building foundations, fine-tuning an established programme, or preparing for what's next, the assessment provides the objective lens to make decisions you can stand behind.

The goal isn't perfection - it's progression. It's understanding where you are today, where you could be tomorrow, and having a clear, practical path to get there.



WHAT NEXT?

Wondering if this could work for you?

Get in touch to learn how a CX Maturing Assessment can provide the objective, quantified insights you need to drive meaningful change.



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THANK YOU

About Ipsos

In our world of rapid change, the need of reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide the understanding of society, markets and people.

To do this we use the best of science, technology and know-how, and apply the principles of security, simplicity, speed and substance to everything we do.

