## **CUSTOMER ENGAGEMENT**





STAGE 4 - World-Class STAGE 3 - Mature STAGE 2 - Progressive STAGE 1 - Undefined Customer **Engagement** Defined, integrated strategy for Customer Engagement exists across Defined strategy and processes exist for your Hearing Business; Coordinated Customer Engagement across your Strategy is uncoordinated; Aware of effort between Marketing, Clinician Hearing Business; Touch points are need to create a customer journey No defined strategy or process for Team and Customer Care to provide coordinated across functions to meet experience; Projects are developed and Orientation **Customer Engagement** closed-loop engagement customer expectations delivered ad hoc Views Customer Engagement as the Views Customer Engagement as the primary marketing focus; Organization Views Customer Engagement as primary focus of marketing; Long-term aligned around Customer Engagement important; Allocates budget & staff Sees Customer Engagement as just commitment to Customer Engagement; for revenue impact resources to explore program and one part of traditional marketing, Willing participant; Resources for growth Leadership campaign options to drive revenue not a focus Utilizes comprehensive, end-to-end Tools and platforms for all customer system integration of all Customer Platforms, applications and workflows journey points, from problem identifi-Engagement related platforms with Development; Point tools for Email, that perform specific functions have cation to advocacy development, have tight integration to your Hearing Content and Social Media Marketing; been implemented for the buyer's been implemented; Maintain 360-degree Business CRM, MA and other legacy Tools & No Online Community, Personalization journey and personas, but little coordicustomer profiles and implement behav-**ERP** systems **Platforms** or Loyalty tools/applications nation exists across Clinician Team. ioral targeting

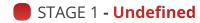
Marketing and Customer Care

## **CUSTOMER ENGAGEMENT**

## Maturity Model



Customer
<b>Engagement</b>



STAGE 2 - Progressive

STAGE 3 - Mature

STAGE 4 - World-Class

Customer Success	Relies on traditional engagement tactics like website landing pages with limited content targeting; Lack of customer journey; One-way dialog from seller's perspective	Understands need for creating buyer journey and personas to better target content; Has implemented point tactics to improve conversion and close rates, improve retention and reduce churn	Aligns programs and campaigns to consistently deliver full Customer Engagement to drive loyalty; Supports robust external & internal online communities and advocacy & loyalty programs	Focused on creating a differentiated customer experience and operationalizing it through all marketing, clinicianteam and customer-care touch points, programs and campaigns
Alignment	Marketing and Clinician Team operate in silos	Some Marketing, Clinician Team and Customer Care integration, but cross- functional responsibility for sales and revenue may not exist yet	Cross-functional integration across Marketing, Clinician Team and Customer Care, but are not fully aligned	Fully aligned Marketing, Clinician Team and Customer Care with cross-functional responsibility for sales, revenue and profit growth
Budget & Staff	General marketing budget without direct allocation for Customer Experience or Engagement; Staff is contracted or at the Coordinator level only	Budget allocated; Defined point roles and responsibilities for Customer Expe- rience or Engagement	Budget with business case to justify spend; Dedicated marketing/clinicianteam roles for Customer Engagement	Budget connected to customer satis- faction goals; Organization aligned for maximum impact of Customer Engagement
Metrics	No formal measurements in place	Analytics to monitor and track fitting success, such as % of Quota Achieved, Renewal Rate, Revenue Opportunity Metrics, Cost per Lead (CPL), etc.	Dashboard tracks relevant customer care, demand generation, communica-tion and clinician team metrics; Metrics include # Marketing Qualified Leads (MQLs), Avg. Resolution Time, % Escalations to Tier 2 Customer Support	Hearing-Business-wide dashboard with visual representation of user acquisition and engagement by behavior, experience, etc.; Metrics may include Customer Satisfaction Index (CSI), Customer Life-time Value (CLV), Net Promoter Score (NPS), etc.