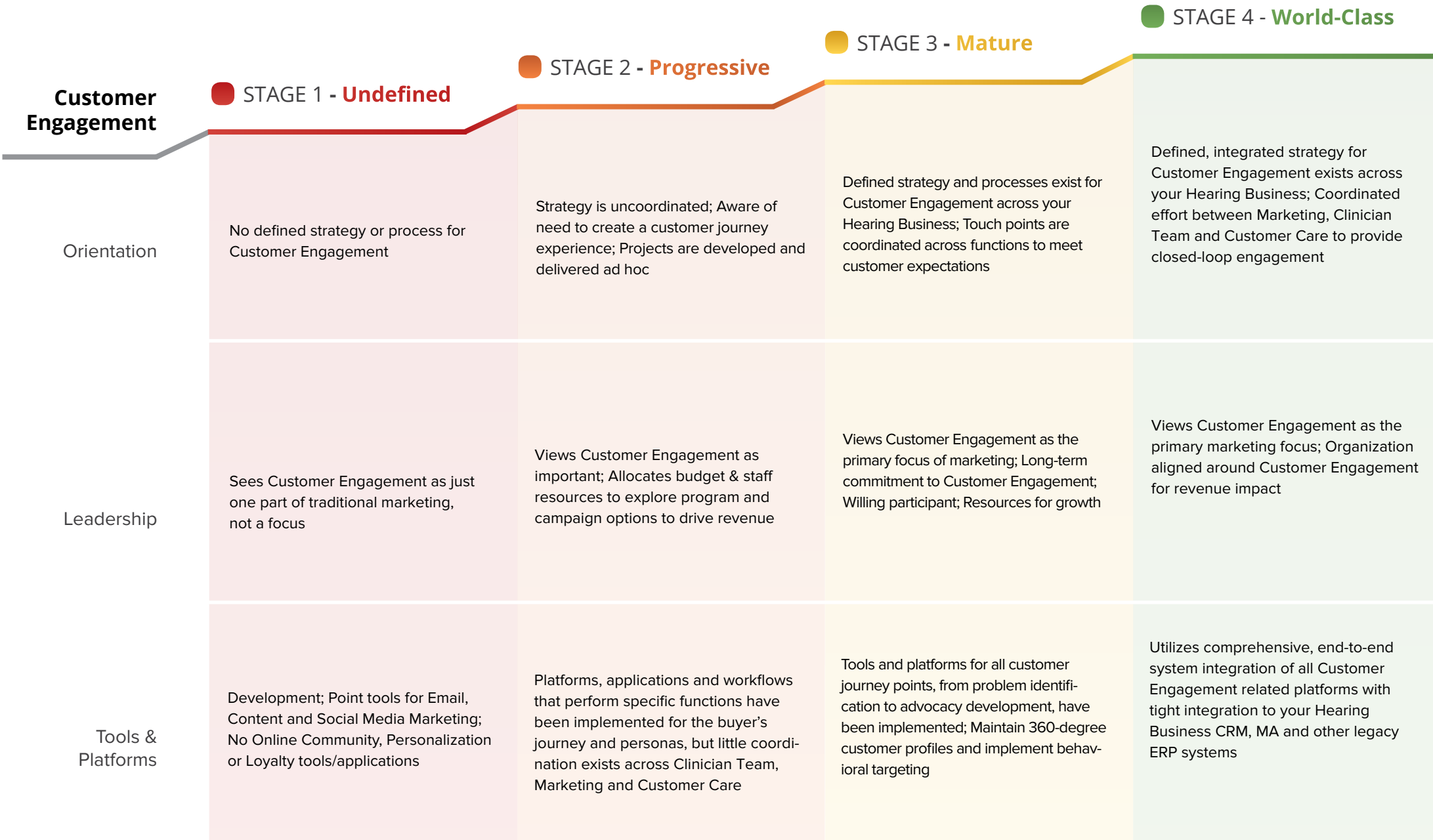


CUSTOMER ENGAGEMENT

Maturity Model



CUSTOMER ENGAGEMENT

Maturity Model

Customer Engagement

● STAGE 1 - **Undefined**

● 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, clinician-team 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 Experience or Engagement

Budget with business case to justify spend; Dedicated marketing/clinician-team roles for Customer Engagement

Budget connected to customer satisfaction 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, communication 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.