

Customer Analytics Maturity Model

An Enterprise Operating Model for Moving From Reactive Communications to Predictive Customer Engagement



	 LEVEL 1 MASS MARKETING	 LEVEL 2 SEGMENTATION	 LEVEL 3 PREDICTIVE TARGETING	 LEVEL 4 NEXT BEST ACTION	 LEVEL 5 DYNAMIC ENGAGEMENT
1 DEFINITION	Every customer receives essentially the same message regardless of their needs or likelihood of responding	Customers are grouped using demographics or account characteristics to enable more relevant communications	Predictive analytics estimate the probability that a customer will take a specific action	The system recommends the optimal communication, offer, or intervention for each customer at the right time	The utility continuously adapts customer experiences in real time using live behavioral and contextual data
2 TRAITS	• One-size-fits-all campaigns • Broad audience lists • Generic messaging • Limited customer insight	• Customers grouped into segments • Messaging tailored by segment • Rules-based targeting • Improved relevance	• Propensity scores for individual customers • Data-driven targeting • Focus on future actions	• Individualized offers and messages • Action recommendations • Decisioning across channels • Considers customer context and value	• Real-time data insights • Dynamic, personalized experiences • Always-on engagement across channels • Continuous learning and adaptation
3 DATA AND TECH	• Customer data • Customer information system (CIS) • Email platform • Website	• Customer relationship management system (CRM) • Marketing automation • Data warehouse • Integrated systems • Analytic capabilities	• Machine learning capabilities and platform • Customer data platform • AI platform	• AI decisioning capabilities • Decisioning engine • Real-time data integration	• Real-time data & analytics • Omnichannel engagement hub • APIs / Integrations
4 METRICS	• Open rate • Click rate • Campaign reach • Cost per thousand (CPM)	• Segment response rate • Conversion rate • Engagement rate • Cost per acquisition (CPA)	• Response rate lift • Conversion rate lift • Cost per acquisition improvement • Model accuracy (AUC)	• Next best action acceptance rate • Offer lift • Customer satisfaction (CSAT) • ROI by action	• Real-time engagement rate • Net promoter score (NPS) • Customer lifetime value
5 BUSINESS VALUE	• Broad awareness • Simple to execute • Low implementation cost	• More relevant messaging • Higher engagement • Improved program uptake	• Higher response rates • Lower marketing costs • Better resource allocation • Improved customer experience	• Increased conversions • Higher customer value • Reduced churn • Improved efficiency	• Exceptional customer experience • Higher loyalty and retention • Maximized value over time

WHY THIS MATTERS

Transformation of unsegmented audiences into opportunities, allowing utilities to optimize resources and maximize ROI



Maximized customer lifetime value



Efficient budget allocation



Scalable personalization



Precise audience prioritization



Proactive churn reduction