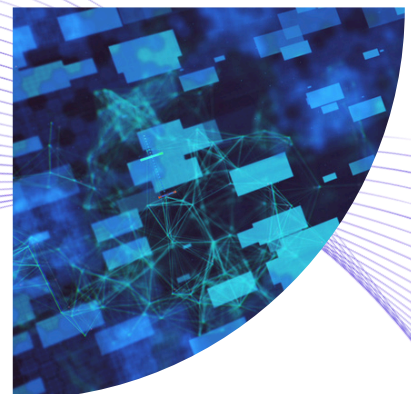




CX DATA MATURITY DIAGNOSTIC

How Mature Is Your CX Data Ecosystem?

*A simple 5-question scan to identify where
you sit on the CX data maturity curve.*



This diagnostic gives leaders a fast, insightful way to understand their current state — and what steps will unlock the next level of performance.

Choose one answer from each question, then use the guide at the end to score your response. For the best result, consider each question and how you are currently position.

1. How unified is your contact centre data today?

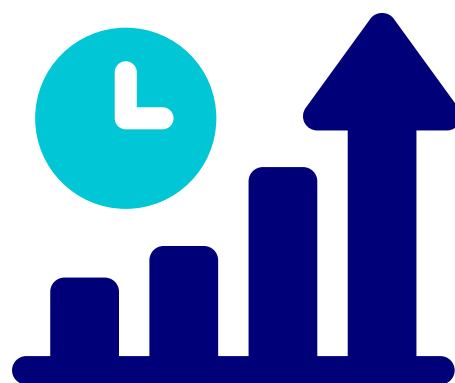
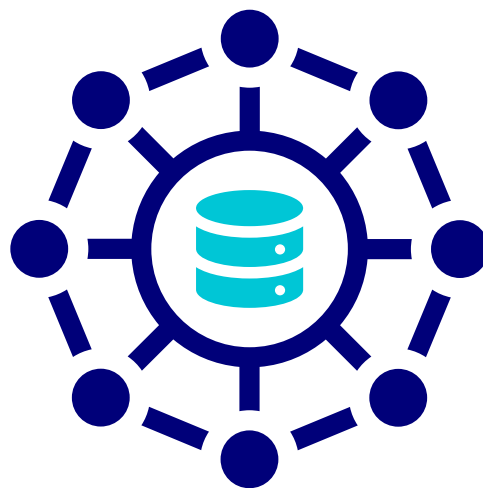
- ☐ A - All channels & systems consolidated in one view
- ☐ B - Most systems integrated, some gaps
- ☐ C - Only core CCaaS data is unified
- ☐ D - Completely siloed

2. How consistent are your metric definitions across platforms?

- ☐ A - Fully standardised and governed
- ☐ B - Mostly aligned, minor inconsistencies
- ☐ C - Significant variation between systems
- ☐ D - No alignment at all

3. How real-time is your data environment?

- ☐ A - Real time or sub-minute latency
- ☐ B - Near real-time (under 15 minutes)
- ☐ C - End-of-day or batch reporting
- ☐ D - Manual exports or ad-hoc updates only

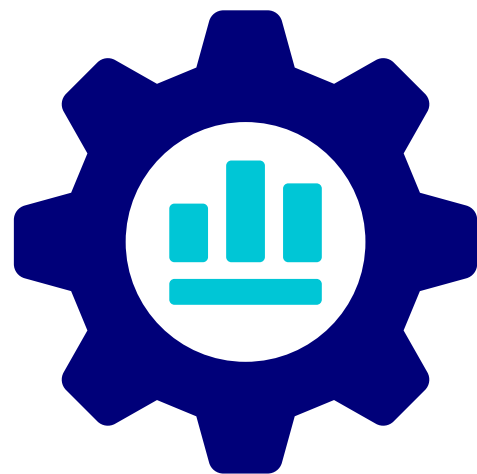


4. How complete is your customer journey data?

- ☐ A - Voice, digital, CRM, and back office fully connected
- ☐ B - Voice + digital unified, CRM partially connected
- ☐ C - Limited cross-channel visibility
- ☐ D - No journey visibility beyond single channels

5. How ready is your data for AI-driven automation?

- ☐ A - Fully ready — unified, clean, contextualised
- ☐ B - Partially ready — some inconsistencies remain
- ☐ C - Not ready — fragmented, incomplete, or unreliable
- ☐ D - Completely unprepared — significant clean-up required



MATURITY SCORING MODEL

Score each answer category as follows:

- **A (Most Mature)**: 4 points
- **B**: 3 points
- **C**: 2 points
- **D (Least Mature)**: 1 point

Add your total (Maximum = 20)

YOUR MATURITY STAGE

16–20: AI-Ready CX Organisation

Your data foundation is strong, unified, and trustworthy. You're ready for predictive modelling, automation, and advanced CX analytics.

11–15: Optimising & Scaling

You've built a solid foundation, but inconsistencies and integration gaps limit your potential. Focus on deeper unification and governance.

6–10: Fragmented & Operationally Constrained

Data silos are impacting CX visibility and decision-making. Real-time insights and omnichannel analytics are out of reach.

0–5: Disconnected & High-Risk

Your data environment is siloed, inconsistent, and difficult to use. High urgency for integration, quality improvements, and shared definitions.

Want to accelerate your data maturity?

See how emite builds a unified, real-time CX intelligence layer

Contact Us → www.emite.com

