

# Predictive Customer-Focused Experience

Leverage Knowledge to Accelerate Growth and Scale

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## About the Maturity Model

The [MindTouch Maturity Model](#) helps you achieve customer success and enable your customers to self-serve through the entire customer journey. Through this model, you can achieve a predictive customer-focused experience, regardless of the technology used. By leveraging knowledge, setting goals, and identifying key performance indicators (KPIs) you will accelerate sales and company growth.

## Use the Worksheets

These worksheets guide you through strategic and tactical thinking for each stage of the Maturity Model.

# REACTIVE

Unify teams and content around a customer-focused support strategy

An ideal content experience should align your business goals with content-fueled interactions. By unifying this content in a single repository, your customers can find what they need, structured in a way that makes it easy to access on any device.

1. What are your strategic business objectives for this year?

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2. What is your cornerstone content? (prominent, highly searched content that enables your users)

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3. What keywords are you currently tracking or should you be tracking?

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4. How can you transform your existing content into web-native microcontent optimized for Google?

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5. Do you have a strategy to implement human-readable URLs, hierarchical structure, and unique content created for user intent?

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# EFFECTIVE

## Capture knowledge with stakeholder workflows

Your content is only effective if it is accurate and accessible when customers need it. Your processes should ensure that your knowledge capture, workflow, and quality standards produce content that helps your customers be successful.

1. Who are your content stakeholders?

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2. Which stakeholders need to be part of your publishing workflow?

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3. Do you use Knowledge Centered Service (KCS®) or another methodology for knowledge management?

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4. What key performance indicators are you tracking and measuring? (customer satisfaction, Net Promoter Score, etc.)

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5. What technology capabilities are missing from your tools to enable effective content processes?

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# PROACTIVE

Extend content across the customer journey

Make your content available at every stage of the customer journey. Target your potential customers who are researching your product on the Marcom site and support your existing customers seeking help through your documentation. Relevant content should always be at their fingertips.

1. Have you mapped your customer journey?

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2. What are the most important content-fueled interactions and high-value customer touchpoints?

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3. What are your commerce, CRM, web property, community, in-product, and support channels?

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4. What are your resources for measuring content analytics and tag management?

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5. How are you connecting content interactions to your key business objectives?

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# PREDICTIVE

Predict key customer behaviors to accelerate growth

Leverage your content to more completely understand current customer behavior, discover new customer expectations, and anticipate growth opportunities.

1. What unmet customer needs along your customer journey can be fulfilled with strategic content?

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2. What product or service issues have you discovered in your customer journey?

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3. How can feedback channels be optimized and incorporated into ongoing discovery efforts?

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4. Where is your content outperforming your benchmarked competitors and how is this informing your forward-looking content strategy?

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5. What market behaviors have you noticed that you can turn into strategic advantages?

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