Customer Advocacy Maturity Model

		Basic	Average	Strategic	Exceptional
Advocate Experience	RELEVANCE	One-size-fits-all program	Segmentation based on standard personas	Advanced personas based on account data	Portfolio of programs designed for specific audiences
	BENEFITS	Limited and inconsistent benefits	Consistent but highly transactional rewards	Personalized benefits and opportunities	Career progression and professional brand building
	ENGAGEMENT	Ad-hoc and unsustained engagement as needs arise	Engagement reliant on heavy administration	Automated and consistent member engagement at scale	Organic and self-sustained advocacy engagement
Business Impact	OUTCOMES	Anecdotal value	Measurable sales and marketing outcomes	CS and Product outcomes as well as Sales and Marketing	Clear program attribution to revenue and retention impact
	BRAND	No external program brand	Brand recognizable to your engaged program members	Program brand easily recognizable to most customers	Carries perceived value outside of your customer base
	ALIGNMENT	Siloed program benefiting single person or team	Impact and management contained in single department	Impact and contribution shared across multiple departments	Program KPIs shared across programs, teams and departments
Program Execution	TECHNOLOGY	Manual program management with existing tools	Dedicated technology integrated with CRM or Marketing Automation	Optimized set of tools to scale engagement and surface value	Integrated into customer journey across processes and systems.
	RESOURCING	Ad-hoc management and attention from part-time resources	Dedicated part-time resource to take ownership of program	One or more full-time resources and senior level accountability	Stand-alone department with multiple levels of seniority and executive-level sponsorship
	BUDGET	No dedicated budget	Budget for rewards and technology expenses	Dedicated budget to expand recruitment and enhance experience	Significant investment to fund a portfolio of advocacy programs