

Marketing Leaders' CX Roadmap

Aim to achieve three wins per time horizon – wherever you may be on the journey

Time horizon:	Foundation (0-6 months)	Scale and Integrate (6-18 Months)	Innovate and Lead (13+ Months)
Customer personas: Being Data-driven	Implement advanced segmentation and dynamic personas	Expand persona signals from demographics to 'life moments'	Employ predictive analytics to proactively anticipate and personalise
Journey Mapping: Unifying	Identify friction points and gaps in service	Implement AI-driven personalisation in response to behaviour	Integrate omni-channel strategies for consistent physical and digital touchpoints
Touchpoint integration: Connecting	Foster collaboration between all teams to align CX goals	Develop unified CX governance model	Deploy a CDP for a 360 view of customers