



Digital Maturity Assessment Report

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For: Your Company Inc
www.yourcompany.com



YOUR BUSINESS STANDS

Digital Optimization

Average Assessment Score: 59

Great news: You're at the Digital Optimization stage, ahead of 40% of peers. Strong CX and leadership alignment stand out. Focused improvements in data, innovation, and systems can quickly elevate you to Digital Transformation.

Nav Thethi

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The Principles Behind This Assessment

Across leading research and frameworks from firms such as McKinsey, Gartner, BCG, Deloitte, and MIT Sloan, there is strong alignment on how digital maturity is defined and assessed. The five pillars and five stages used in this model, from early awareness and experimentation to fully integrated and transformative execution, are consistent with these industry standards.

While terminology may vary across frameworks, this assessment model is aligned with industry-standard approaches and designed to evaluate what truly matters: an organization’s ability to scale digital capabilities into repeatable business outcomes rather than isolated technology adoption.

What many firms position as proprietary insight, I surface transparently and freely to help leaders get started so you can clearly see where value is being created where it is leaking, and what needs to change next to advance your digital maturity.

Beyond industry alignment, this model is intentionally grounded in four core principles that guide my practice, green sustainability, financial economics, operational excellence, and customer experience.

Every question is screened through these lenses to ensure the assessment not only reflects maturity, but also responsible, outcome-driven progress.



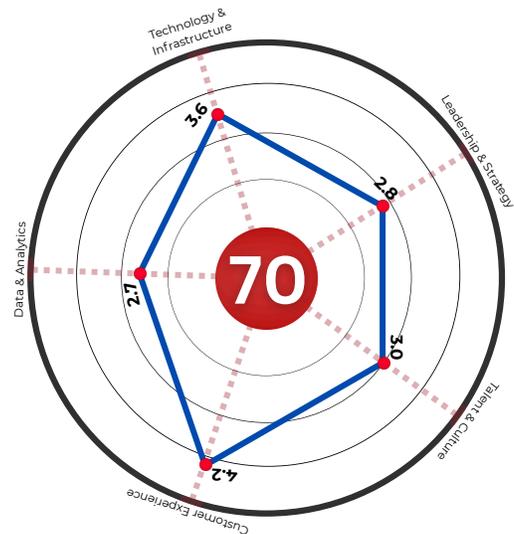
High-performing organizations measure across strategy, data, technology, experience, and talent, *not tools alone.*



Summary

Your Digital Maturity Score is **70**, placing you at the **Digital Optimization** stage. Systems are moderately aligned, but gaps remain in data utilization, team enablement, and personalized experiences.

To advance, focus on cross-functional data access, scalable tech, and workforce upskilling. This will unlock efficiency, customer value, and readiness for AI-driven growth.



Key Insights

Strong Data & Analytics Backbone

Your highest-scoring pillar is Data & Analytics, suggesting you've built robust capabilities in data collection, real-time dashboards, and decision-making frameworks that are likely predictive and insight-driven.

Customer Experience Shows Consistency

Customer Experience is in a good shape, with solid progress on touchpoint optimization and personalization, though opportunities exist to deepen feedback loops and drive end-to-end omnichannel integration.

Technology Infrastructure Has Room to Grow

While your tech stack supports the business moderately well, integration and scalability across departments could be improved to fully enable innovation and reduce friction.

Talent & Culture Is Holding You Back

This is your weakest area. Digital fluency, collaboration, and internal empowerment may need attention. Without cultural alignment, transformation will plateau.

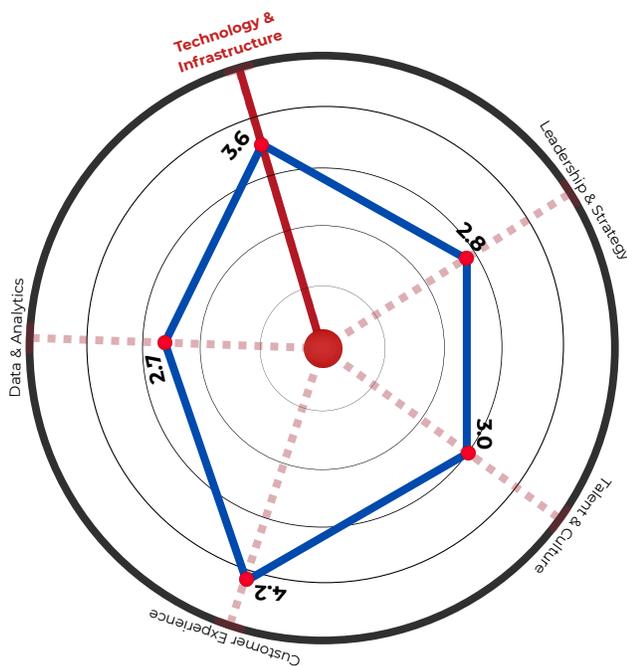
Leadership and Vision Are Clear and Committed

Your leadership and strategy scores are strong, indicating executive alignment, a clear roadmap, and support for digital transformation at the top. This foundation is essential for driving change across the business.

These insights position your company as digitally aware and partially integrated, with leadership readiness in place but execution capability lagging. Closing the gaps in data, CX scalability, and team enablement will help you accelerate into the Digital Optimization stage with stronger strategic outcomes.

Pillar 1: Technology & Infrastructure

3.6 / 5



You are beginning to integrate systems and align technology with business needs, but significant friction remains.

Tech stack fragmentation, legacy system dependency, and inconsistent infrastructure scalability are preventing rapid growth and transformation. While there's interest in emerging technologies like AI and cloud, there's no cohesive modernization roadmap.

Digital infrastructure is not yet aligned with sustainability goals or agile operating models.

Key Insights

- Tech stack lacks full integration across departments.
- Legacy systems significantly obstruct digital innovation.
- No strong alignment between infrastructure and sustainability.
- Scaling efforts are inhibited by moderate friction in tech onboarding.

Common Pitfalls

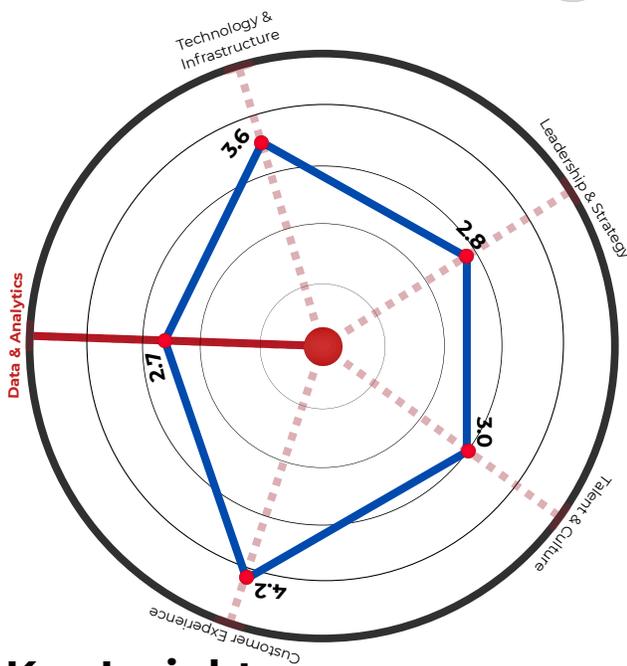
- Conduct an end-to-end tech stack audit for consolidation and integration.
- Create a decommissioning plan for legacy systems.
- Optimize cloud architecture with sustainability benchmarks.
- Establish cross-functional IT governance.
- Launch a "Digital Foundation Readiness" initiative across all units.

Improvement Areas

- Conduct an end-to-end tech stack audit for consolidation and integration.
- Create a decommissioning plan for legacy systems.
- Optimize cloud architecture with sustainability benchmarks.
- Establish cross-functional IT governance.
- Launch a "Digital Foundation Readiness" initiative across all units.

Pillar 2: Data & Analytics

2.7 / 5



Data capabilities are immature. Insights are inconsistent, underutilized, and not centralized. There's little to no predictive planning or real-time decision support.

The absence of governance protocols creates risk for compliance and reliability. The carbon footprint of data infrastructure is not considered, showing a weak connection between analytics and sustainability.

Key Insights

- Minimal use of predictive or AI-driven forecasting.
- Real-time dashboards and analytics are rare.
- Data governance is fragmented or nonexistent.
- No linkage between data infrastructure and ESG metrics.

Typical Challenges

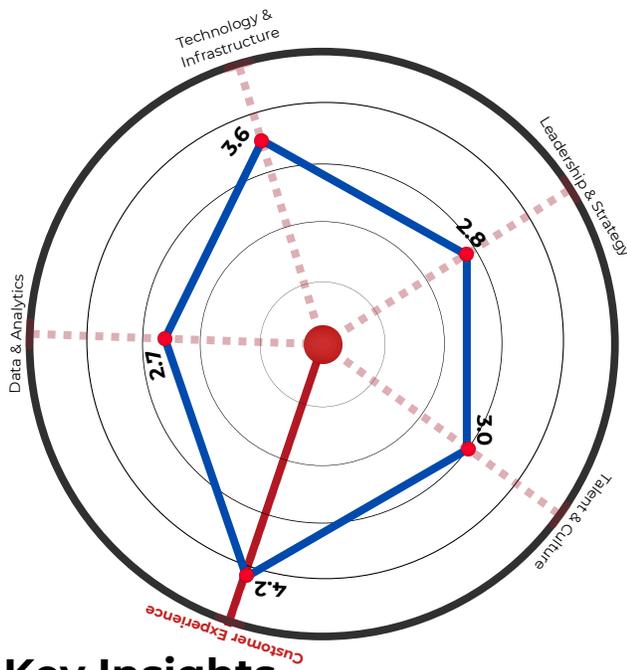
- Business units hoard data in silos.
- "Gut feel" still dominates over evidence-based decisions.
- Inability to trust data due to quality issues.
- No clear owner or governance team managing enterprise data.

Improvement Areas

- Build a unified data lake or platform.
- Create data quality and consistency standards.
- Train business users in data literacy.
- Implement sustainability-aware data center choices.
- Prioritize use cases that directly inform key decisions.

Pillar 3: Customer Experience

4.2 / 5



CX maturity is developing but inconsistent. While some personalization and touchpoint optimization occur, data fragmentation and disconnected feedback systems limit full customer understanding.

Experiences vary by channel, and there's little measurement of long-term impact or strategic alignment to revenue, retention, or sustainability goals.

Key Insights

- Customer data isn't unified across touchpoints.
- Feedback mechanisms are ad hoc or reactive.
- Omnichannel journeys lack consistency.
- Personalization is driven by tech, not customer intent.

Common Pitfalls

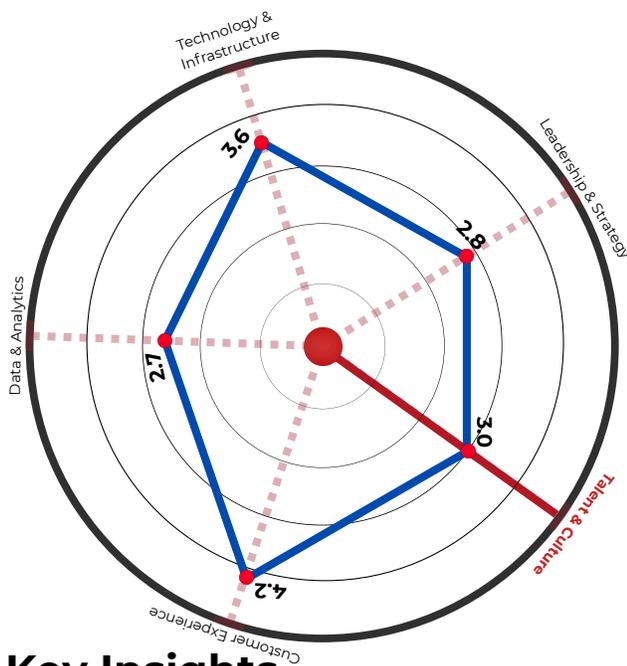
- "One-size-fits-all" digital experiences.
- Marketing and CX operate in separate silos.
- Reactive rather than proactive customer engagement.
- Lack of attribution for CX to revenue or loyalty outcomes.

Improvement Areas

- Deploy a unified customer data platform (CDP).
- Map end-to-end digital journeys and friction points.
- Use AI to predict customer behavior and personalize accordingly.
- Build a closed-loop feedback system tied to journey metrics.
- Align CX with growth, retention, and ESG metrics.

Pillar 4: Talent & Culture

3.0 / 5



The culture is partially supportive of innovation and transformation. Upskilling and empowerment exist in pockets but aren't evenly distributed.

Some teams experiment, while others resist change. Sustainability and ethical innovation are not yet part of the cultural DNA, and cross-functional collaboration is not embedded in daily workflows.

Key Insights

- Lack of formal innovation programs or digital labs.
- Skills gaps in areas like AI, automation, and analytics.
- Sustainability or ESG not included in learning agendas.
- Teams do not share a unified digital mission.

Common Pitfalls

- Employee burnout during digital change.
- Fear of job disruption from automation/AI.
- L&D budgets not aligned with tech strategy.
- Cultural fragmentation between traditional and agile teams.

Improvement Areas

- Build a culture charter tied to digital values.
- Launch a cross-functional digital capability program.
- Tie digital KPIs to team performance reviews.
- Incentivize and recognize innovation contributions.
- Integrate ESG topics into onboarding and L&D.

Pillar 5: Leadership & Strategy

2.8 / 5



Leadership is forward-thinking and digitally ambitious. The executive team supports innovation and transformation.

Strategic alignment exists, but there's still room to cascade this vision deeper into the organization and to consistently measure success.

ESG goals are articulated at the top, but not yet woven into execution layers.

Key Insights

- Strong executive support but not evenly translated into action.
- Digital vision may not be understood by mid-level managers.
- ROI tracking on digital efforts lacks consistency.
- ESG strategy communication isn't backed by operational proof points.

Common Pitfalls

- Define digital accountability roles at every management layer.
- Operationalize ESG metrics across departments.
- Integrate digital vision into strategic planning cycles.
- Create OKRs that tie digital strategy to business outcomes.
- Develop an internal scorecard to measure maturity progress.

Improvement Areas

- Define digital accountability roles at every management layer.
- Operationalize ESG metrics across departments.
- Integrate digital vision into strategic planning cycles.
- Create OKRs that tie digital strategy to business outcomes.
- Develop an internal scorecard to measure maturity progress.

Recommendations

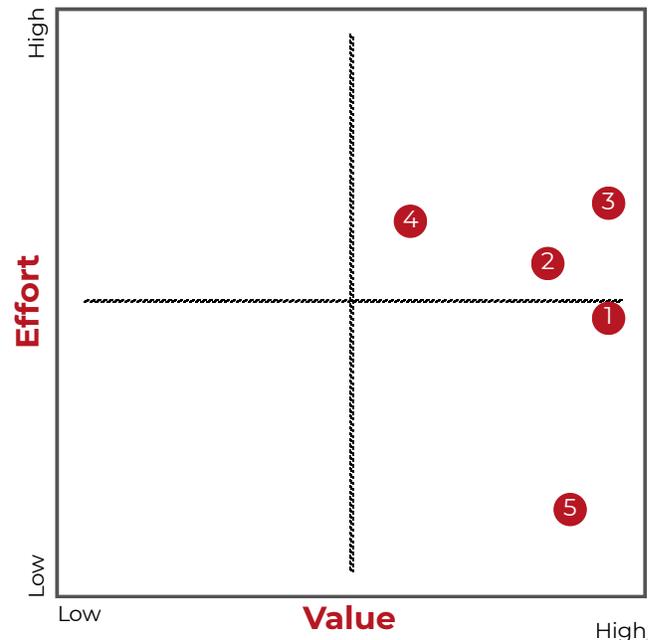
SAMPLE REPORT

Best Recommendations For You

You've built a foundational tech stack and some collaboration exists, but siloed systems, inconsistent data practices, and limited scalability may be slowing transformation.

The following project recommendations are crafted to close capability gaps, remove legacy roadblocks, and accelerate progress across all five pillars.

Each initiative targets high-leverage improvement areas to boost operational efficiency, customer value, and strategic alignment.



Projects to Improve Digital Maturity

1 Customer Journey Mapping & Alignment Sprint

Helps align departments on key CX moments and gaps. Moves the needle by connecting strategy to touchpoints, improves personalization, and builds cross-functional clarity—supporting stronger Customer Experience maturity.

2 Data Governance & Quality Initiative

Tackles inconsistent data practices and fragmented systems. Builds trust in data across the org, unlocks predictive insights, and strengthens the Data & Analytics pillar—enabling more accurate decision-making and efficiency.

3 Tech Stack Consolidation & Modernization

Evaluates and updates outdated systems, removing complexity and enabling scale. Directly improves Technology & Infrastructure maturity and supports automation, cloud readiness, and long-term tech ROI.

4 Digital Capability Uplift for Teams

Upskills talent in digital tools and data fluency. Builds a culture of experimentation and alignment with digital goals, accelerating the Talent & Culture pillar toward optimization.

5 Executive Strategy & Digital Vision Workshop

Strengthens alignment at the leadership level. Clarifies digital vision, communicates roadmap, and ensures governance accountability—elevating the Leadership & Strategy pillar and supporting sustainable transformation.

My Personal Advice for You — From Nav Thethi

Based on your assessment, here's how I'd advise you to act on the recommendations provided, practically and strategically.

- When I look at your assessment, the first thing I notice is clarity, and that's powerful. You've taken the most important first step: understanding where you stand. That puts you ahead of many who still operate in the dark.
 - Here's how I would approach your results: Start with low-effort, high-value projects. These are the quick wins that build momentum, gain internal buy-in, and show tangible progress fast, especially critical if you're navigating change fatigue or resource constraints.
 - Based on your responses, I'd focus next on projects aligned with customer experience and operational efficiency. These areas tend to reveal hidden inefficiencies and are often the easiest levers to pull for real business impact.
 - The four principles I live by are Green Sustainability, Financial Economics, Operational Excellence, and Customer Experience that are not just ideals. They're strategic levers. I recommend you look at every digital initiative through these lenses to guide your prioritization and long-term investment.
 - Finally, if I were in your shoes, I'd rally my leadership team around one shared question: "What can we do today that brings measurable impact across customers, operations, and cost efficiency, without waiting for perfection?" Start there, and you'll begin to shift from maturity awareness to maturity momentum.
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About Nav Thethi

I am a dedicated digital strategist and thought leader in digital marketing with a unique focus on customer experience and digital optimization. My passion lies in creating superior B2B digital experiences that ensure every customer's digital journey is relevant, reliable, and strategically aligned with our business objectives. With a solid academic foundation with a master's degree in business economics and certifications like PfMP, PgMP, PMP, PMI-ACP, CSM, A-CSM, CSP, Six Sigma Green Belt, and more, I bring a unique blend of technical expertise and strategic insight to my role.



My digital marketing management journey has been marked by a commitment to driving meaningful customer engagement, enhancing brand loyalty, and ensuring our digital touchpoints consistently deliver value. Beyond my work with large enterprises like Hitachi Vantara, FIS, Quark, etc., I channel my expertise into mentoring and educating others in the digital space, empowering organizations to design exceptional digital experiences that drive measurable outcomes. Recognized as a Top CX Influencer and Top Contributor (twice) by industry publications, I am dedicated to advancing digital marketing. I actively mentor aspiring professionals through adplist.org, part of the onboarding leadership team at Leaders Excellence at Harvard Square, am an honored listee at Marquis Who's Who in America, a council advisor with the CMO Council, and an active member of Forbes Coaches Council.

Additionally, I contribute to shaping digital marketing education at California State University, Chico. My career began with hands-on technical roles, from performance testing to leading cross-functional teams, providing a deep understanding of the technical and strategic aspects of the field. Writing and speaking about customer experience strategies is another passion, with my work featured in publications like Customer Experience Magazine UK and CMSWire. Through my leadership, mentorship, and contributions to industry discourse, I am driven to help businesses thrive in the digital age.

With over two decades of experience working with global corporations, I've transformed countless digital experiences, emphasizing outcome-driven and

data-centered strategies that align with today's business needs. As a business visionary and thought leader in digital marketing, I'm dedicated to shaping the future of corporate digital strategies and helping others succeed. Currently, I'm engaged with various esteemed organizations, including the CMO Council, Cal State Chico, Harvard Square, Hitachi, Adplist, Boardsi, and the 13r Foundation. I contribute my expertise to redefine digital marketing operations in these roles, making them more outcome-focused and results-oriented. These engagements allow me to leverage my experiences to drive meaningful customer engagement, enhance brand loyalty, and ensure that digital touchpoints consistently deliver value. Throughout my career, I've been privileged to influence marketing leaders and guide them toward strategies that prioritize measurable results and data-driven decision-making. My published articles have sparked new perspectives within the industry, encouraging a shift toward more impactful approaches. The recognition and respect I've received from the community have been both humbling and motivating, driving me to share my insights and help other leaders navigate the complexities of digital marketing. I've learned valuable lessons from both successes and failures, and these experiences have shaped my understanding of what it takes to thrive in the fast-paced digital landscape. Now, I'm able to share these insights through this program, designed to help other leaders achieve their corporate and personal goals. This program is not just a collection of strategies, it's a proven model for success, developed from years of hands-on experience and a deep understanding of the challenges and opportunities facing today's digital marketing leaders.

I aim to empower others with the knowledge and tools they need to drive meaningful results for their organizations. Whether you want to enhance customer engagement, build brand loyalty, or align your digital efforts with your business objectives, this program will equip you with the insights and strategies necessary to succeed. Together, we can create digital experiences that not only meet but exceed your audience's expectations, driving your business toward greater success.

Sincerely,



Nav Thethi