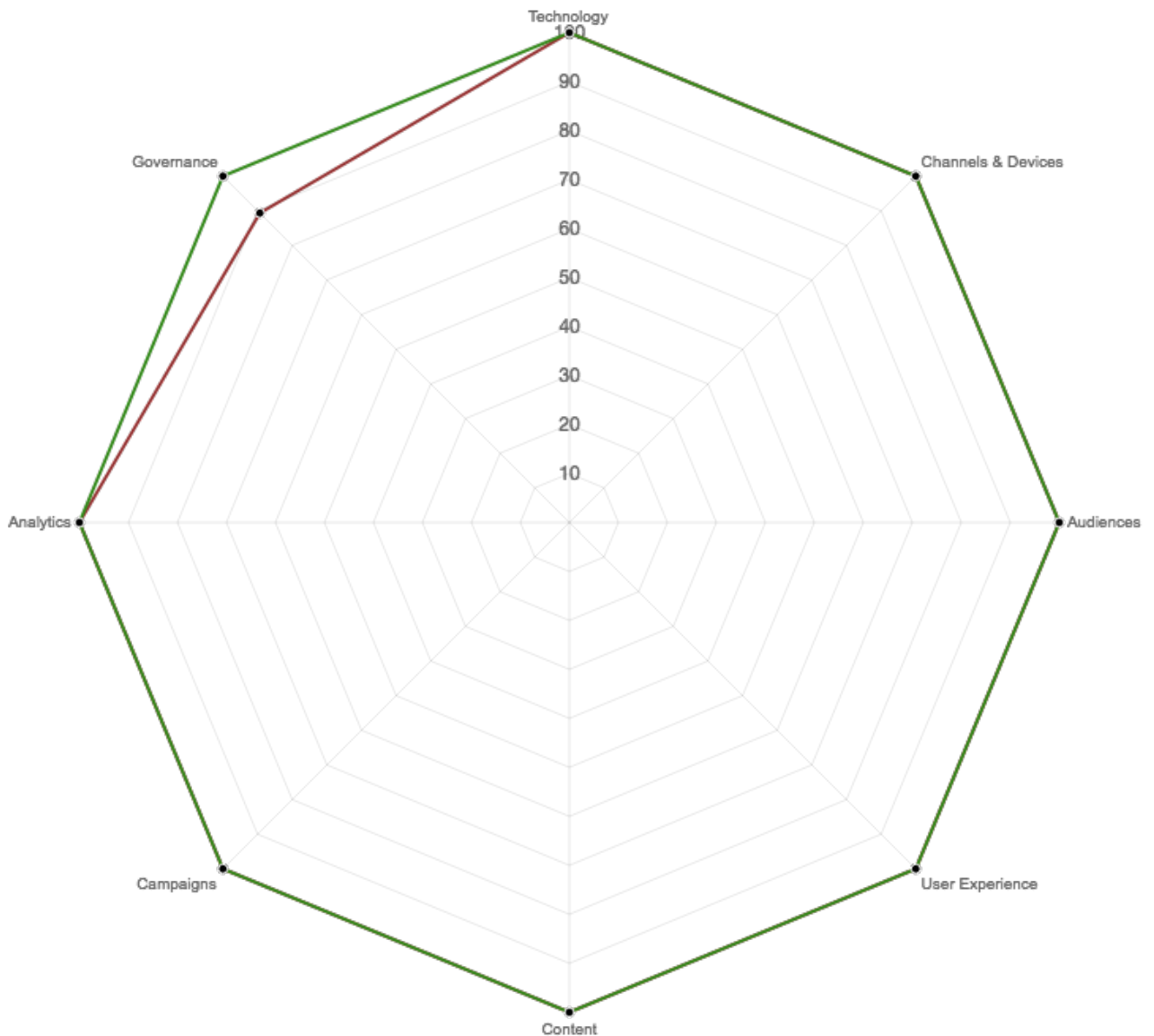


Digital Maturity Matrix

Created by: Tim



Current Level

Technology

We have the required technical infrastructure and tools to meet digital objectives

Strongly Agree

We have the right methodologies and processes (e.g. Agile) in place to advance our technical offerings

Strongly Agree

We effectively collaborate with our IS/ICT and database departments to deliver digital objectives

Strongly Agree

We have a digital innovation strategy in place, and build digital innovations to support users and organisational goals

Strongly Agree

We have internal capability and capacity to complete

Target Level

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Strongly Agree

We have internal capability and capacity to complete

technical development internally, and/or to manage agencies to deliver it

Strongly Agree

The digital team owns and develops the digital technology strategy and technology roadmap

Strongly Agree

Area Score: 100

Channels & Devices

Our digital marketing spend is optimised based on the performance of our channels

Strongly Agree

We have a strategic plan for communicating and interacting with users across different channels and devices

Strongly Agree

Our user interfaces have consistent branding and visual design across all channels and devices

Strongly Agree

We use email to support the customer journey, using automation (i.e. programmed email journeys) and advanced personalisation

Strongly Agree

We monitor and react to social media activity in real-time

Strongly Agree

We use attribution modelling to understand the value of marketing efforts across online and offline channels

Strongly Agree

Area Score: 100

Audiences

We tailor messaging to our defined audience segments

Strongly Agree

We tailor content and the user experience to unknown users based on behavioural data, look-a-like data and/or third-party data

Strongly Agree

We have the ability to pull and leverage targeted user lists from ad-hoc analysis (i.e. using the CRM)

Strongly Agree

We have clearly defined segments based on user attributes, behaviours and analytics that are accepted throughout the organisation

Strongly Agree

We have the capability and capacity to create audience segmentation and personalisation

Strongly Agree

We have a strategic plan for identifying, managing, communicating and retaining our users

Strongly Agree

technical development internally, and/or to manage agencies to deliver it

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Area Target: 100

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Area Score: 100

User Experience

We effectively tailor an online experience based on the user's recent behaviour, and by using data specific to them

Strongly Agree

We send tailored push communications (e.g. email, SMS, app notifications) that support our user experience

Strongly Agree

We improve the user experience for specified use cases through an ongoing programme of testing (e.g. A/B, MVT, user testing) and development

Strongly Agree

Geo-demographic and other data sets are integrated with analytics data to build effective user journeys

Strongly Agree

We have a strategic plan for providing relevant and personalised experiences to our users

Strongly Agree

We are able to capture, store and analyse all touch points in the user journey

Strongly Agree

Area Score: 100

Content

We consider how our content will be found through search engines, and optimise the format and content accordingly

Strongly Agree

We have a searchable central repository for reusable content that is easily accessible throughout the organisation and used with agencies

Strongly Agree

We have sufficient capacity to create and manage the content necessary to meet the organisation's needs

Strongly Agree

We have a developed content strategy that defines the substance, structure, workflow and governance of our content

Strongly Agree

We schedule and automate digital marketing communications (i.e. email, social media) based on when content is most relevant and timely to the user

Strongly Agree

By using data and testing (e.g. A/B, MVT, user testing), we tailor and optimise content to our users depending on channels and device

Strongly Agree

Area Score: 100

Area Target: 100

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Strongly Agree

Area Target: 100

Campaigns

We have the capability and capacity to launch and manage the digital aspects of campaigns

Strongly Agree

Our technology allows us to coordinate and personalise campaign delivery across multiple channels

Strongly Agree

We measure and share the performance of campaigns using reporting and analysis to achieve continuous improvement in future campaigns

Strongly Agree

We use an Agile, iterative or test-and-learn process in the design, execution and analysis of campaigns

Strongly Agree

We react flexibly and make changes to campaigns based on real-time data

Strongly Agree

We have a strategic plan for developing the digital aspects of marketing campaigns inclusive of other teams in the organisation

Strongly Agree

Area Score: 100

Analytics

Our data analytics initiative has executive sponsorship and support

Strongly Agree

We have a strategic plan that includes data-driven decision making through analytics

Strongly Agree

Competitor analysis and benchmarking are used in our analytics to understand relative performance and drive decision making

Strongly Agree

Our analytics data is readily available, used and understood throughout the organisation, and we have automated reporting and data distribution where applicable

Strongly Agree

We integrate online and offline data sources to provide a single view of the user and user journey

Strongly Agree

We have the capability and capacity to meet our data analytics and reporting needs

Strongly Agree

Area Score: 100

Governance

The Board of Trustees support the digital function and understand its strategic importance

Strongly Agree

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We integrate online and offline data sources to provide a single view of the user and user journey

Strongly Agree

Area Target: 100

Governance

Digital skills exist within all teams of the organisation and teams actively contribute to digital activity (within their own areas)

We have a centralised digital capability to manage digital activity

Strongly Agree

We have a regular governance meeting that focus on digital and include senior leadership

Strongly Agree

Senior leadership (e.g. C-Suite/Directors) support the digital function, understand its strategic importance, and have digital expertise within the Senior Leadership team

Strongly Agree

The digital function works proactively with other teams to effectively deliver digital activity across the organisation

Disagree

Digital skills exist within all teams of the organisation and teams actively contribute to digital activity (within their own areas)

Strongly Agree

Area Score: 89

Strongly Agree

We have a centralised digital capability to manage digital activity

Strongly Agree

We have a regular governance meeting that focus on digital and include senior leadership

Strongly Agree

The digital function works proactively with other teams to effectively deliver digital activity across the organisation

Strongly Agree

Senior leadership (e.g. C-Suite/Directors) support the digital function, understand its strategic importance, and have digital expertise within the Senior Leadership team

Strongly Agree

The Board of Trustees support the digital function and understand its strategic importance

Strongly Agree

Area Target: 100