The digital adoption maturity matrix

The maturity matrix below describes how capabilities evolve across critical dimensions.
It spells out transformation from basic, reactive use cases to predictive, impact-driven operations.

Dimension	1. Fragmented & reactive	2. Consolidated & proving	3. Scaling & systematic	4. Integrated & governed	5. Predictive & impact-driven
Visibility & analytics	Disjointed tracking across apps; usage data lives in silos or isn't trusted. No consistent view of how employees or customers engage with software.	Teams begin connecting basic usage metrics to specific workflows. Limited dashboards exist, but insights are backward-looking.	Behavioral analytics inform priorities for in-app guidance. Visibility expands to more products; early trend analysis emerges.	Unified analytics across applications—including AI tools—provide reliable, real-time insight. Governance ensures data consistency.	Analytics across product + agent data reveal friction that can be addressed immediately; adoption and productivity forecasts guide strategy.
Guidance strategy	Static, one-size-fits-all walkthroughs deployed reactively when users complain.	Basic segmentation begins; guides tied to specific processes show early wins but lack scale or measurement.	In-app guidance is data-informed and measurable. Teams A/B-test flows and use feedback to iterate content.	Cross-functional governance aligns guidance strategy company-wide. Personalization adapts by role, behavior, and tool.	AI-driven, adaptive guidance optimizes itself based on real-time analytics and feedback—continuously improving adoption outcomes.
Feedback & listening	Feedback captured inconsistently through support tickets or one-off surveys; no closed-loop process.	Structured surveys and manual NPS programs appear in pockets; feedback rarely tied to usage data.	Feedback loops expand and begin informing prioritization. Teams combine sentiment with usage metrics to identify friction.	Always-on feedback (e.g., Pendo Listen) captures contextual sentiment in-app and feeds governance dashboards.	Sentiment analysis surfaces emerging friction; feedback, analytics, and guidance operate as one intelligent system.
Outcome measurement	ROI anecdotal at best. Adoption tracked manually and inconsistently, if at all.	Some evidence of efficiency gains or satisfaction improvements in specific products; still limited visibility.	Standard KPIs (e.g., time-to-competency, AI-tool usage) defined. Success is measured but not fully automated.	Company-wide reporting connects adoption metrics to productivity, retention, and revenue outcomes.	Business decisions are driven by adoption data; ROI and productivity impact are quantified and forecastable.
AI enablement	Little to no AI adoption; employees rely entirely on manual workflows.	Early AI pilots exist but lack adoption tracking or performance data.	AI tools are being incorporated into workflows with basic measurement of usage and benefit.	Enterprise-wide AI enablement program links AI usage analytics with guidance and feedback data for optimization.	Comprehensive AI adoption management: real-time analytics track usage, efficiency, and continuous performance gains.

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