FORRESTER®

How Mature Is Your Journey Practice?

Discover which capabilities you need to build next

Understanding customer journeys can transform the experiences you offer as well as your company culture. Organizations are at different stages of their journey management maturity — some are building foundational capabilities, while others already embed journey thinking into their business plans and operations.

This short assessment will help you gauge your organization's current journey maturity and identify capabilities to build to accelerate your progress. Rate each statement below using a five-point scale where 1 is "strongly disagree" and 5 is "strongly agree." Once you've finished, total your scores for each of the three sections to receive a tailored next step.

SECTION 1: JOURNEY FOCUS & PRIORITIZATION

	Score (1–5)
1. We have identified and prioritized the customer journeys that matter most to our organization.	
2. We understand the customer goals associated with our most important journeys.	
3. Journey insights help us decide where to focus improvement efforts.	
4. We can explain the business value of journey work to stakeholders and executives.	
5. Our journey work has helped create organizational alignment around customer priorities.	
TOTAL SCORE:	0

SECTION 2: JOURNEY MANAGEMENT & ACTION

	Score (1–5)
6. We measure the performance of our most important customer journeys.	
7. We can connect journey performance to customer or business outcomes.	
8. Journey insights regularly lead to improvement initiatives.	
9. There is clear ownership for improving key customer journeys.	
10. Multiple functions collaborate to improve journey outcomes.	
TOTAL SCORE:	0









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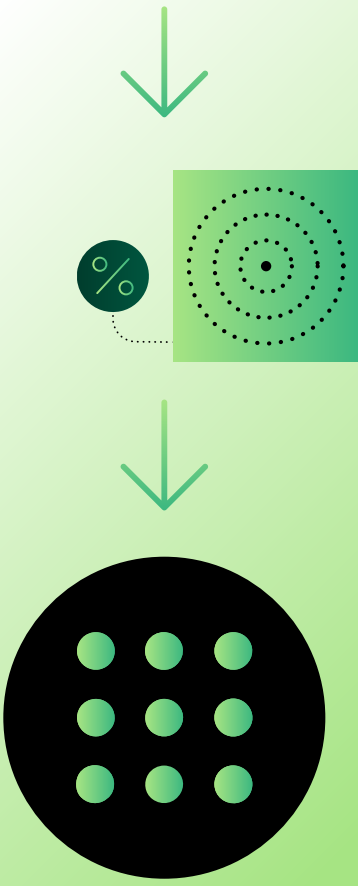
SECTION 3: JOURNEY-CENTRIC OPERATIONS

	Score (1–5)
11. Journey priorities influence planning, roadmaps, and/or investment decisions.	
12. Leaders use customer journey insights when making strategic decisions.	
13. Teams share accountability for journey outcomes across organizational boundaries.	
14. Journey management is embedded in how the organization operates.	
15. Customer journeys provide a common framework for coordinating improvement efforts.	
TOTAL SCORE:	0

SCORING THE ASSESSMENT

Tally your scores for each of the three sections. They will reveal where your journey management practices are stronger and weaker and direct you toward a journey improvement quick-start guide tailored to your journey maturity level:

- **If your Journey Focus & Prioritization score is less than 15,** your organization is still trying to identify the right journeys and build momentum. Download our first quick-start guide, "Build A Journey Practice That Gains Traction."
- **If your Journey Focus & Prioritization score is 15 or higher, but your Journey Management & Action score is less than 15,** your challenge is likely operationalizing journeys. Download our second quick-start guide, "Turn Journey Insights Into Action."
- **If your Journey Focus & Prioritization and Journey Management & Action scores are 15 or higher, but your Journey-Centric Operations score is less than 15,** it's time to build journey thinking into planning, governance, and decision-making. Download our third quick-start guide, "Build A Journey-Centric Organization."



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