

CUSTOMER DIGITAL MATURITY PYRAMID

STAGE 1

- Little or no understanding of how digital systems can improve operations.
- Processes are entirely manual (paper-based, spreadsheets, email).
- Data is inconsistent, scattered, and rarely analysed.
- Business performance depends on individual effort rather than repeatable systems.

STAGE 2

- Core operations continue as "business as usual" with mostly legacy desktop software including disconnected point solutions.
- Awareness of digital options is emerging, but no clear strategy or ownership.
- Software trials or one-off tools may exist but not being adopted.
- Decisions are driven by short-term needs rather than long-term planning.

STAGE 3

- Mix of legacy platforms and ad-hoc cloud/SaaS tools across projects or departments.
- Running proofs-of-concept and formal RFPs to test new solutions.
- Starting to uncover heavy manual repetitive process which could be automated
- Data is captured but remains siloed and inconsistently structured.
- Early signs of leadership commitment to a digital roadmap.

STAGE 4

- Modern, fit-for-purpose systems in place across major business functions.
- Centralised, clean, and structured data supports reliable reporting.
- Seamless integrations minimising double-handling, rework, and manual entry.
- Digital processes are standardised and scalable across projects and business functions.
- Technology investments are linked to measurable business outcomes.

STAGE 5

- AI, automation, and intelligent agents enhance daily operations and decision-making.
- Business and technology strategies evolve together to meet changing market needs.
- Teams can rapidly test new ideas and pivot based on data insights.
- Processes are fully optimised, documented, and auditable (e.g., ISO standards).
- Continuous improvement is embedded in culture, driving predictable and profitable growth.