

# CMAT Benchmarking

## Bringing realism to comparisons of your performances against the market

To add another dimension of insight to the understanding of an organisation's current capability The Customer Framework™ provides benchmarking against the world's leading evidence-based database of capability – CMAT™ (Customer Management Assessment Tool).

CMAT™ has been operating, in ever-evolving versions, for over 10 years and has been used over 800 times by organisations from most market categories in over 30 countries. Since 2007 it has been completely integrated with the other capability assessments in The Customer Framework™ portfolio. It can be delivered on its own or in conjunction with a 'full-model' Current Capability Assessment.

A CMAT™ engagement involves a much deeper assessment with expert assessors seeking out very specific evidence of 'Intention', 'Reality' and 'Effect' for each practice. It can be based on 260 benchmarkable practices or any subset of these, down to the 100 Practice CMAT™ Healthcheck.

Results for the CMAT™ assessment are highly quantitative and are provided with benchmark comparisons to other organisations in the same category, the same market or addressing customers with similar expectations.

The Customer Framework™ is a portfolio of Tools, Replicable Methodologies and Unique Intellectual Property deployed by a network of Expert Practitioners who support large organisations in delivering their Customer Management activity effectively and efficiently.

It is based on an ethos of robust but lean solutions to client challenges backed up by thought leadership, constant innovation and validated best practice from across the globe. Every tool and methodology has been used multiple times in blue-chip clients. They integrate around a widely accepted model of customer management and a flexible deployment process.

