

HEDGEHOG CAPABILITY MATURITY MODEL (HCMM)



Develop Your Customer Engagement Roadmap With Confidence

Marketing investment decisions keep many leaders up at night. Is it time for a new CMS? A machine learning POC? Maybe redesigning the booking engine is best right now. Evaluating options while keeping up with changing technologies, customer tastes, and the competitive landscape can be very challenging.

As a trusted advisor on all things digital, Hedgehog has this conversation every day. We took everything we learned and turned it into a robust service offering, laser-focused on long-term Client success. The HCMM is a great way to gain clarity around your digital strategy and competitive position.

HOW THE HCMM IS DIFFERENT

Most maturity models assume there is a best solution that all companies should strive to achieve. Our approach is based on the real world, where decisions must be pragmatic and deal with constraints like tech debt, resourcing, and budgets. (Imagine that.) It is an intense, 3 week engagement that allows clients to “look around corners” and plan for the future effectively.

Engagement Process

CAPABILITY AREAS

Choose core differentiators from over 100 pre-built capability areas.

CONDUCT RESEARCH

Analyze competitors and reference companies in chosen capability areas

MODEL MATURITY LEVELS

Develop the Client-specific model, classifying features into maturity levels.

ASSESS CURRENT STATE

Evaluate current capabilities and summarize the current maturity levels by area.

ESTABLISH TARGETS

Distill current strategic thinking into concrete maturity targets by area.

ESTIMATE EFFORT

Analyze gaps between current and desired state then estimate effort needed

SET INTERNAL PRIORITIES

Choose between options based on internal strategies and stakeholder preferences.

DEVELOP ACTION PLAN

Determine the solution approach and timing for each capability area..

To learn more about the Hedgehog Capability Maturity Model, and to get a walkthrough of a typical engagement, send us an [email](#).