

# The 5 Stages *of* CX (Consumer Experience)

Not many brands reach the top of the pedestal,  
those who do, become loved!

Observe the Outcomes and Experience Opportunities below. Which stage is your brand today at? As a brand what actions can you take at each stage to achieve the key outcomes?



## Connect

Share timely information about brand



Stage 1



## Acquaintance

Anticipate, sense and proactively troubleshoot



Stage 2



## Friendship

Co create, collaborate, create shared experiences with users



Stage 3



## Trust

Help users better educated-better skilled in what they do



Stage 4



## Love

Help users become successful in what they do



Stage 5

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