The 5 Stages



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?

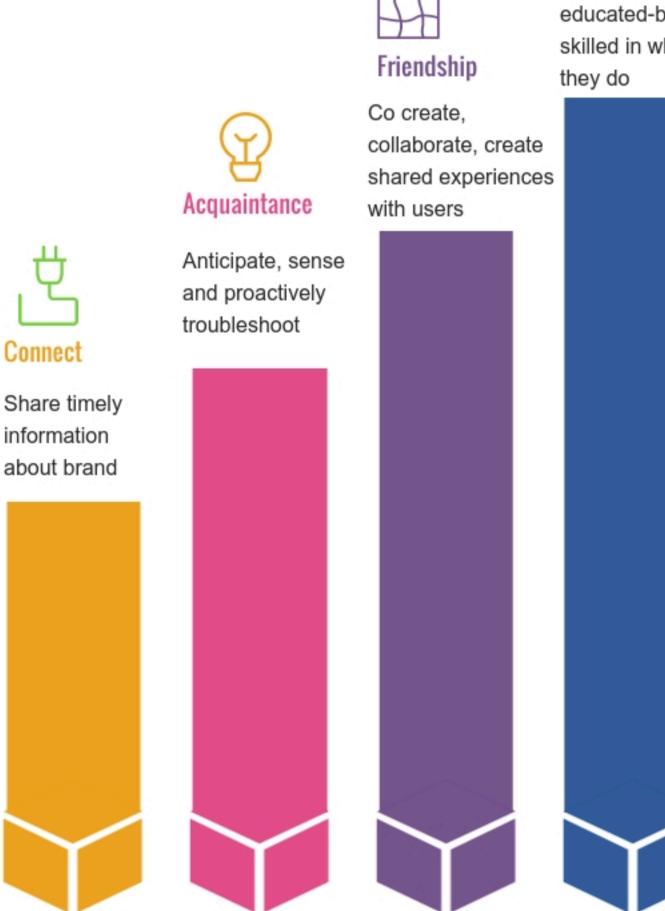


Love

Help users become successful in what they do



Help users better educated-better skilled in what they do





Stage 1

Stage 2

Stage 3

Stage 4

Stage 5









