

AGENTS! Get into the Mind of the Customer

● = Customer Experience (CX) "At-Risk" points

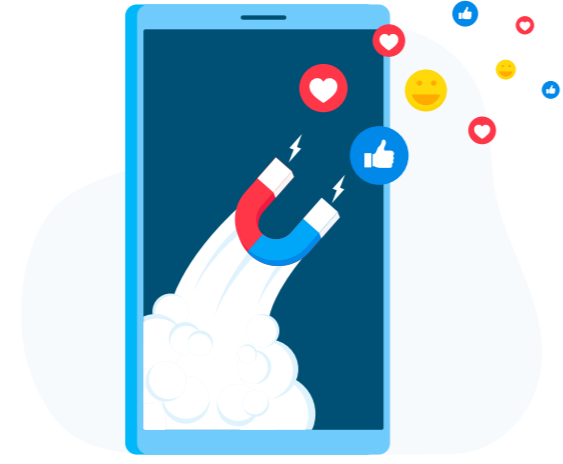
01



Consumer Identifies Need

- Recognition
- Options ● — What & where?
- Shortlist

02



Influencer Effect

- Influencer sources ● — Experiences that affect
- Peer Effect ● — 1st hand experience talk
- Advertisements

03



Consumer Knowledge Gathering Process

- Online ● — Are we there?
- Manually or In-Person ● — Address the differences
- Trends

04



Decision Time

- Due Diligence ● — Due diligence

05



Expectations Formed

- Defining Moments ● — Create positive expectation
- Envisioning ● — Color envisioning
- Refining

06



Time to Purchase

- Delight ● — Thank them
- Remorse ● — Reach out to help

07



Post Purchase Evaluation Phase

- Value ● — Optimize stages

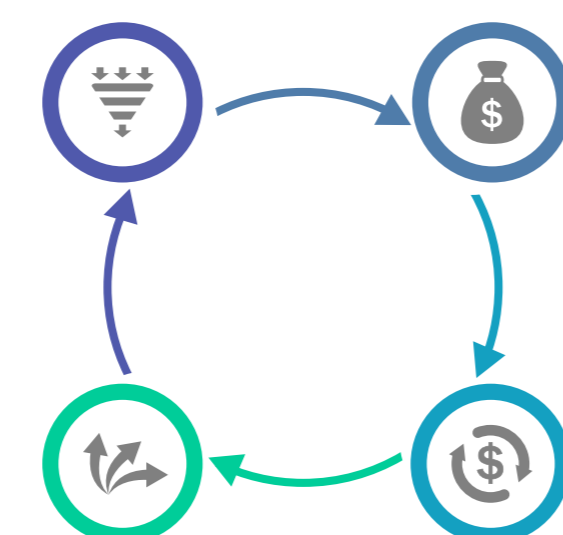
08



Relationship Phase

- Loyalty ● — Request reviews, testimonials, video, etc.
- Churn

09



Customer Lifetime Value

- Repeat ● — Loyalty first
- Friends / Family ● — Incentives
- Long-term ● — Membership effect