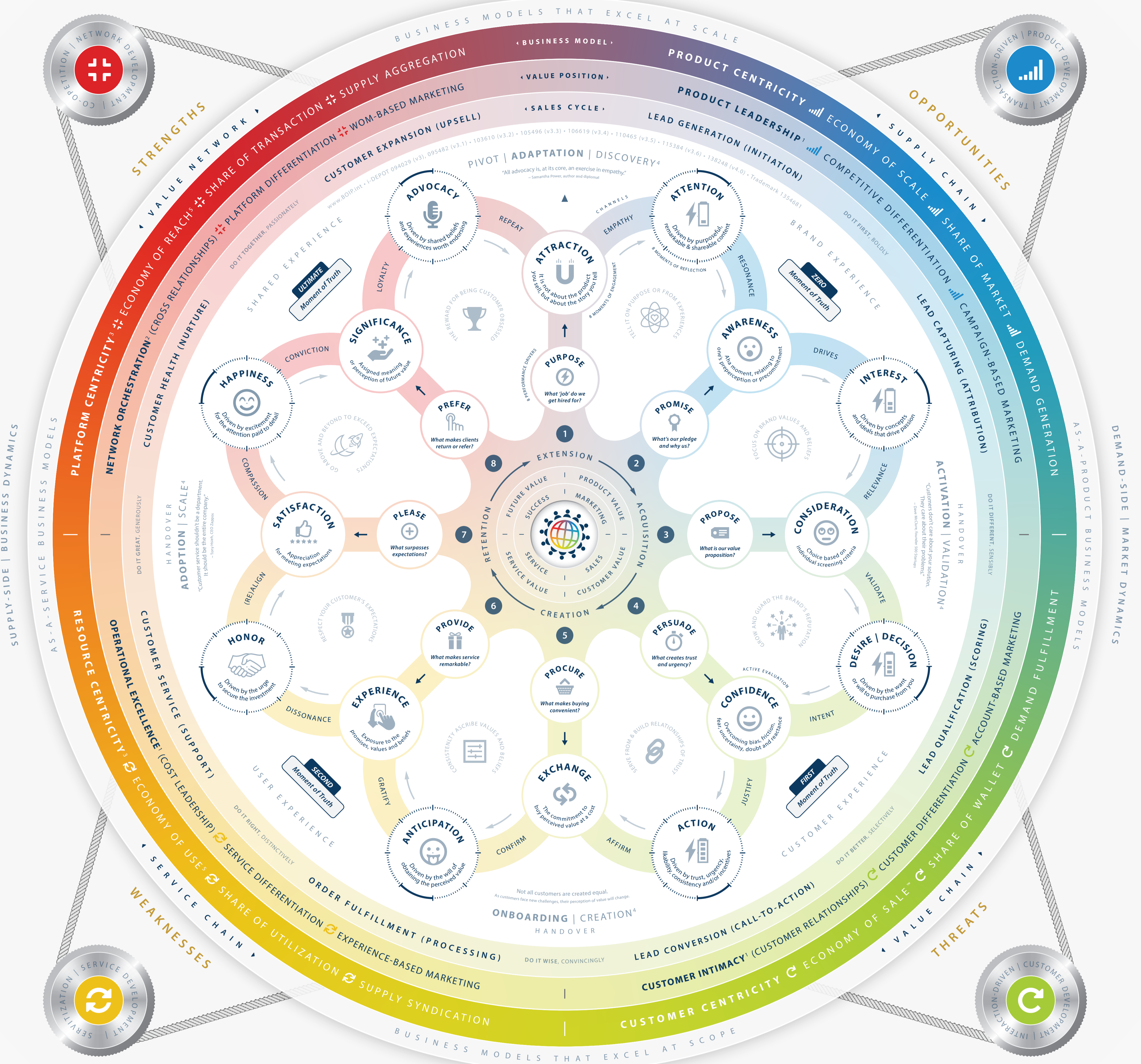


# THE CUSTOMER ENGAGEMENT LIFECYCLE



## ROUNDMAP®

The **Customer Engagement Lifecycle** is a comprehensive approach to customer engagement and business strategy. It presents a detailed framework designed to extend the customer relationship by focusing on value creation, various aspects of customer interaction, and business operations.

The framework integrates elements such as customer experience, value creation, and innovative business models to drive sustainable growth and customer loyalty. This holistic view encourages businesses to adopt a strategic, customer-centric approach, fostering continuous learning, adaptability, and collaborative empowerment for transformative business success.

It's imperative for brands to weave their narrative throughout the customer journey, ensuring authentic representation of their core mission at every touchpoint. Such strategic narrative mapping offers a cohesive brand experience, finely attuned to the varied anticipations, predilections, and considerations of their audience across all platforms.

The significance of this narrative cohesion is further amplified when acknowledging research that points to a rising consumer trend towards purpose-led brands. By embedding their narratives with meaningful experiences, these brands cultivate profound emotional bonds, thereby cementing their standing in the consumer's perception.

| RED OCEAN         | BLUE OCEAN®      |
|-------------------|------------------|
| R Rivalry         | Rationale        |
| O Objectives      | Opportunities    |
| U Uniqueness      | Uncharted Waters |
| N Needs           | Narratives       |
| D Differentiation | Discovery        |
| M Measure         | Modify           |
| A Adopt           | Adapt            |
| P Push            | Pull             |

- Tracy & Wiersema: "The Disciplines of Market Leaders" (1996)
- Porter & Kramer: "Strategy and Society" (HBR, 2006) and "Creating Shared Value" (HBR, 2011)
- Mintzberg: "The Case for Corporate Social Responsibility" (Journal of Business Strategy, 1983)
- Edwin Korver: "Driving Customer Excellence" (RoundMap, 2019)
- Steve Blank's Lean Customer Development Method (2009)
- Kate Raworth: "Doughnut Economics" (2017)
- W. Chan Kim & Renée Mauborgne: "Blue Ocean Strategy" (2005)

- Cost to acquire a customer versus the cost of retaining a customer is five-to-one or even higher.
- 68% of customers leave a brand because they perceive that it is indifferent to their needs.
- Returning, loyal customers spend on average 67% more than acquired new customers.
- 86% of buyers will pay up to 20% more for a better customer experience (CX).
- 88% of global citizens will be more loyal to companies that support social issues (Cone, 2015).
- 21% of employees are estimated to be an employee advocate (Weber Shandwick & KRC Research).
- Companies with engaged employees and customers are 3.4 times more financially effective (Human Sigma).

### ROUNDMAP™ CERTIFIED PROFESSIONAL



### THANKFUL FOR THEIR INSPIRATION

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### MORE INFORMATION: ROUNDMAP.COM

| POSITIONING    | MARKETING | JOB-TO-BE-DONE       |
|----------------|-----------|----------------------|
| PURPOSE (WHY)  | Signal    | NEEDS (EXPLICIT)     |
| PROMISE (HOW)  | Sway      | WANTS (IMPLICIT)     |
| PROPOSE (WHAT) | Satisfy   | ASPIRATIONS (TACTIC) |
|                | SUCCESS   |                      |